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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

September/October 2002
Volume 73 Number 1

President's message from Tamara Horacek

.....



Welcome to the 2002/2003 San Francisco Bay Chapter new year! This year's committee chairs are already well underway with their planning. I think we are in for a fun and challenging year!

Congratulations and welcome to **Lauri Flynn**, who graciously accepted a very recent appointment as our Assistant Director/Program. Lauri will be working closely with **Jaye Lapachet**, our Director/Program and their program committee. They are well on their way to setting up an exciting and diverse program series for us this coming year.

I would like to extend a warm welcome to **Beth Graham**, our President-Elect, and to **Bonnie Willdorf**, our Secretary who will also be joining the Executive Board. Staying on will be Past-President **Maggie O'Brien** and Treasurer **Nancy Adams**, on both of whom I have become utterly reliant.

Marlene Vogelsang, **Jo Falcon** and **Chris Orr** left the Executive Board this year at our turnover meeting. Luckily, they will all be continuing on as committee members! I wanted to especially thank Marlene, who did more than her fair share of handholding while I struggled with the President-Elect and Membership roles. Sushi really does make it better.

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inside...

- Find out what happened at the latest Chapter meeting, page 7 & 9.
- Catch up on the latest Chapter gossip, page 11.
- Meet our Chapter's Professional Achievement Award winner, page 12.
- Program Notes, page 13.
- Peruse the minutes of the latest Chapter board meetings, page 15.

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From the editor's desktop...



One happy benefit of procrastinating on my editor's column is that I often don't have space to write much after I'm through laying out the important stuff- and so I will be brief and let the important stuff speak for itself.

Welcome to the new crew, another year's turnover has arrived with alarming speed. A very big thank-you to some old salts, too, particularly **Elyse Eisner**, whose *Kaleidoscope* column has been so consistently solid (and on time) that I *forgot to ask her* if she was signing up for another year. Thankfully she asked me, and as a result we have another serving of the Chapter dirt & Dish.

Thanks also to **Mary Keba** for getting up to speed so quickly on Bayline Advertising, with assistance from outgoing Advertising chair **Nancy Phelps**. And of course to **Saundra Lormand**, for sticking with mailing, and... but I'm out of space... tragic.

Copy Deadlines for 2002/2003

Nov/Dec	October 4
Jan/Feb	December 13
March/April	February 17

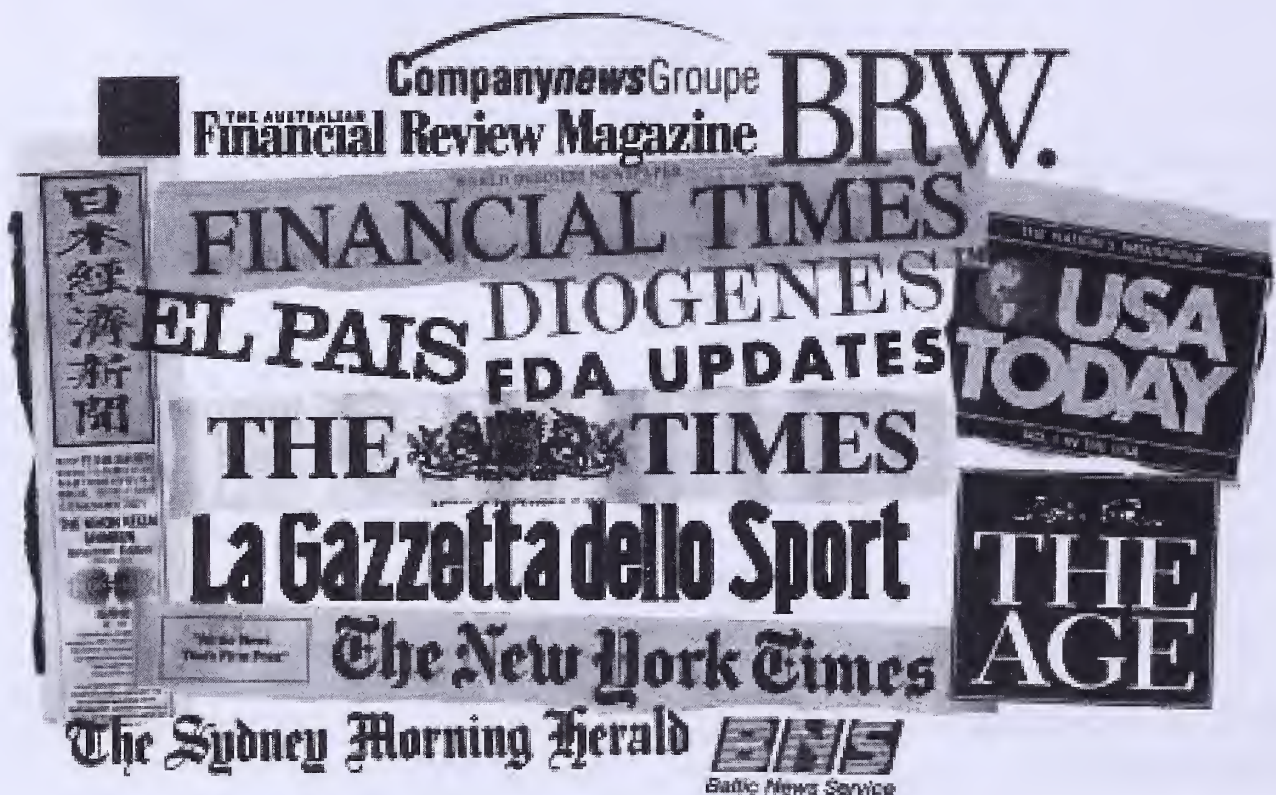
Email copy to scooney@sfcchronicle.com.
Telephone: (415) 701-0781. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

Jobline Information

The Jobline is online at <http://www.san-andreas-sla.org/sa/jobline/jobline.htm>.

Contact **Rosalind S. Young** at rsyoung224@aol.com or 650/724-3343.

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DIALOG

I'd like to extend a special thank you to all of the Advisory Council Committee Chairs. I was impressed at how eagerly our members welcomed the opportunity to volunteer. I feel very fortunate to be working with so many enthusiastic, talented and interesting people.

I am delighted that **Debbie Hunt** has been selected for the Professional Achievement Award. Congratulations Debbie! It will be an honor to present this award to her at our upcoming September Dinner Meeting.

I hope that many of you made it to the joint San Andreas/San Francisco May Meeting at the beautiful Ralston Hall. We were treated to a sing along, as **Richard Geiger** and **Tim DeWolf** set the tone for an interesting discussion on the challenges facing information professionals and SLA. I am looking forward to several more joint events this year. Keep an eye out for a joint BayNet event later this year and for another meeting with San Andreas next May.

This June, our chapter hosted the California / Nevada Chapters Reception at the SLA Conference in Los Angeles. **Karin Zilla** directed the planning of this event, which was flawless. We had such a great time they had to literally escort us out of the room. Thank you Karin!

As you may know, many of our past chapter leaders are active at the national association level: **Bill Fisher** has stepped into the role of President; **Richard Geiger** continues on as Treasurer; and **Cindy Hill** is President-Elect. Congratulations!

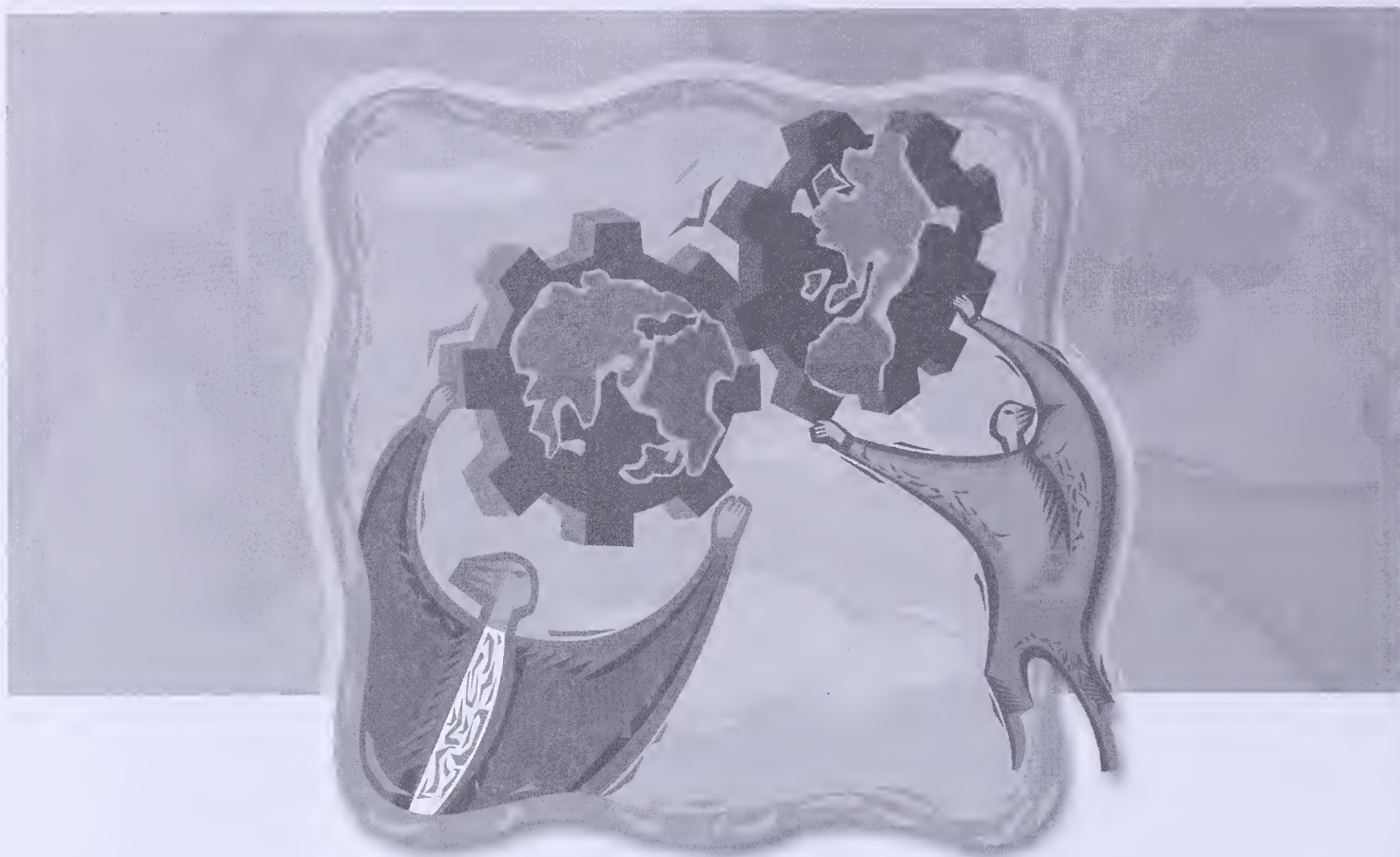
The Bylaws revisions were accepted by the voting members present at the June conference. The mail ballot is due to be sent to the entire membership in late August. In order for the proposed Bylaw changes to become a reality, a majority of the voting membership must return their ballots. Please be sure to return yours. More information about the Bylaws can be found at <http://www.sla.org/>

One of the best assets of our Chapter is its membership. If you know someone who is not yet a member but should be, its not too late to send their contact information to SLA at <https://www.joinup.org/sladrive/secure/prospects.asp>

Watch your email later this Fall for a members survey from **Rita Evans**, our Strategic Planning Chair. This will be your opportunity to provide us with important feedback about the Chapter's services and resources.

Don't forget to join the Chapter's discussion list. It's another great way to keep in touch with the activities of our Chapter and with its members. For more information about the discussion list and about our chapter, visit <http://www.sims.berkeley.edu/sfsla/>

I'd like to thank all of you for allowing me this opportunity. If you have any comments or suggestions, please feel free to contact me anytime at tlh@dolby.com or 415-558-0268.



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GSI is grateful to the librarian community for its help educating legal researchers on the uses and benefits of LIVEDGAR. GSI will continue to support librarian efforts with free on-site training and knowledgeable account representatives, toll-free access to professional researchers, useful support materials, as well as financial support of the SLA and its local chapters.

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GSI is also pleased to announce the appointment of a consultant who will facilitate communications between GSI and SLA, its local chapters and the law librarian community at large.

Mary Shackleton
Special Library Relations

Ms. Shackleton, admitted to the Indiana bar in 1988, has over ten years of experience conducting SEC research at major law firms in Washington, D.C. and New York. She received her B.A. in Communications from Perdue University (West Lafayette), a J.D. from Indiana University (Bloomington) and an M.I.L.S. from the University of Michigan (Ann Arbor).
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SLA Events Update

.....

SLA SF and San Andreas Joint Chapter Meeting May 23, 2002

by Chris Orr

Well over one hundred people turned out on May 23d for our annual SF-San Andreas joint chapter meeting, a grand finale to a successful 2001-2002 season of programs. Ralston Hall in Belmont provided the elegant setting. Our very own chapter members provided the entertaining and enlightening substance of the meeting, "Leading from the Left Coast."

What can I say about a meeting that opens with **Tim DeWolf** and **Richard Geiger** singing Beatle tunes re-written to fit our collective angst? They rocked! The audience wasn't too shabby either as we all joined in on the choruses of "You Can't Do That," "Yesterday," and "A Little Help From My Friends." Former SLA Executive Director **Roberta Shaffer** was in the audience, and she was a good sport about the allusions to her short tenure at the helm of the organization. Judging from the audience comments later in the program, she's not alone in her desire for change.

After the tunes, we got down to some serious SLA soul-searching, with a panel moderated by **Anthea Stratigos** of Outsell. Geiger laid down his guitar and took up his SLA Treasurer hat; **Cindy Hill** stepped from the audience to show us her Presidential style (she became SLA President Elect this June); and though he couldn't attend in person, SLA President **Bill Fisher** weighed in with a thoughtful letter. All three of these officers are members of both the SF and San Andreas chapters. We heard about the fireworks at the mid-winter SLA conference over the proposed by-laws, the financial realities of an organization with a decreased membership and the process of re-branding SLA as a whole.

San Andreas Chapter President **Ailya Rose** encouraged audience participation and many stepped up to the challenge with their questions

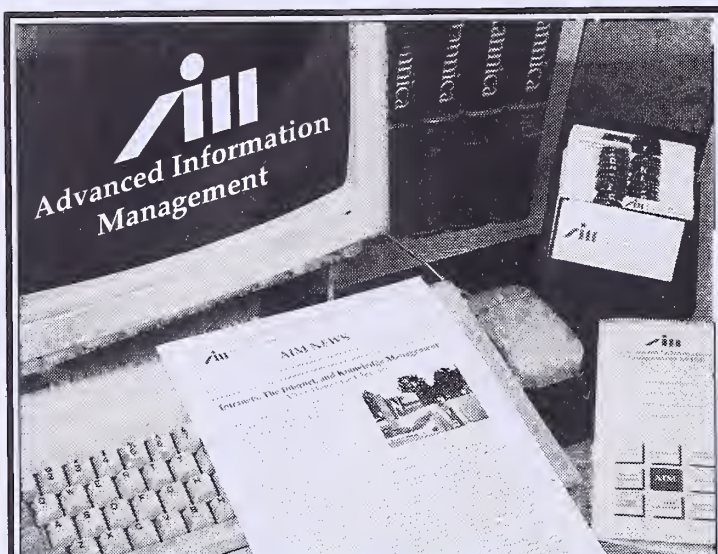
and comments. One of the hot topics was the name of our organization. Although no consensus was reached, it was clear that the "L" word (for "Libraries," of course) pushes buttons for traditionalists and techies alike, with those who see the expansive nature of the concept and those who find it too limiting. We tried to come up with some common ground for all the professionals of SLA, and one member of the audience summed it up by describing our roles as consistently strategic for our companies and organizations.

Many thanks to **Libby Trudell** and **Leslie Fisher**, of the San Andreas Chapter's Program Committee, and **Karin Zilla** of the San Francisco Bay Chapter Program Committee for their efforts in securing this gracious hall, the good food and lively program for our enjoyment.

Professional Development Notice

The Professional Development Committee will not be sending printed notices of its programs this year unless you specifically request that they be sent to you. Printing and mailing the flyers to all chapter members is expensive, and since most people now rely on electronic notification for programs, we want to eliminate this cost.

If you would like to receive printed flyers for Professional Development's programs, please contact committee chair **Gina Castro** at 415-338-6367.



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More SLA Events

SF Chapter's Neighborhood Dinners, April 2002

by Rita Evans

The 2002 edition of the SF Chapter's Neighborhood Dinners featured groups meeting in seven locations in San Francisco, the East Bay and Marin.

Groups ranged in size from five to fourteen attendees, and the small number of diners made talking and networking easy indeed. Conversation ranged from work topics to SLA matters to more expansive discussions of life in general.

Our colleagues in Alameda were a most diligent group, brainstorming ideas for chapter programs. Among their suggestions:

- Invite an author in conjunction with a local bookstore
- A discussion of library architecture and the recent remodeling of the Berkeley Public Library
- A long-term look at retirement
- Hearing from one of *Library Journal's* "movers and shakers."

The Richmond group also made program suggestions:

- Wine tasting, since the last one was so good
- Consumer shopping skills/secrets: maybe a panel of librarians who put their research skills to use in home/car buying or planning a trip
- Managing volunteers in special libraries
- Negotiation skills
- Lawyer addressing employment issues
- Two or three people to talk about careers after being a special librarian
- Travelogue: librarian talking about interesting trip and libraries visited

While not quite so focused, conversations at other dinners touched on:

- Job hunting, particularly for those in the market
- UC Berkeley SIMS and the courses the school is now offering

- How the SF Chapter manages to be an unusually welcoming group
- How old we seem to be getting and implications for the profession and the chapter
- What attracted us to library and library-related work
- Pluses and minuses of city living and various neighborhoods
- Updates on everyone's current work/life situation
- Hassle of getting to SF or Berkeley/Oakland locations for meetings
- Difficulty in finding members willing to run for chapter office

Attendees indicated that the neighborhood dinners were a good value and met their expectations. On the evaluation forms, just over half of our members said their main reason for attending was networking opportunities (and we're sure many made the most of them!), while another 40% said the location was the prime motivator.

Many attendees expressed an interest in getting together again before next April, and members are strongly encouraged to do just that. The Marin group has been meeting several times a year since the inception of the Neighborhood Dinners and it's a great way for members to stay in touch outside of our regular events.

A special thanks to all of organizers:

Molly Skeen, Alameda – Skylight Cafe

Diane Rosenberger, Marin/Sonoma – The Seafood Peddler

Peg LaFrance, North Berkeley/Albany – Thep Naaree

Sandy Malloy, Oakland/Berkeley – Pearl of Siam

Jo Falcon, SF - Potrero/Bernal Heights/Castro – Palatino

Gina Castro, SF - Richmond District – Clement Street Bar and Grill

Mary Keba, SF –Telegraph/Nob/Russian Hills – The Bell Tower

Marlene Vogelsang, San Leandro/Hayward – Srizzi's

Karin Zilla, Walnut Creek - Tahari in Pleasant Hill.

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Kaleidoscope

by Elyse Eisner

It's not musical chairs, it's musical people: **Lorna Beich** just has to stay in one place while the décor changes around her. Lorna went to Coulter Pharmaceutical to start a library there. The first change came when the company became known as Corixa. The next time the music stopped, Corixa had sold some projects to Medarex, and Lorna's employment was "transferred" to that company. Her old Corixa library is still sitting in place, awaiting packing and shipment to another location, while Lorna starts a new library at Medarex. Lorna is still doing business at the same address in South San Francisco, with the same phone number, until the company decides whether to move that group to Sunnyvale. Contact Lorna at lbeich@medarex.com.

Rita Evans is now Reference Librarian at the Institute of Transportation Studies Library at UC Berkeley. Rita has found this to be a big change from her corporate library experiences, and from the taxonomy and consulting assignments she worked on during the past few years. In particular, she says, "working with the graduate and Ph.D. students has been great, and I've found I love doing bibliographic instruction. It's also so different to be in setting where the library is an integral, indispensable part of the parent organization, something that no corporate library, no matter how good, ever seems to be." Never one to be uninvolved, Rita is now the newsletter editor for the Transportation Division's part of Sci-Tech News. Contact her at 510-642-3604, revans@library.berkeley.edu.

Summertime is travel time, and **Pam Gore** enjoyed her two weeks at a lakeside cottage in New Hampshire, where she was able to visit with her family as well as taking a side trip to Boston. Pam has also changed projects at Hewlett-Packard, moving from her work on an information portal to content management for



www.exo.net/informationedge/

Debbie must like the weather down there: she will also be at the annual conference of the National Science Teachers' Association in San Diego demonstrating the Educator Portal and other Exploratorium resources to an estimated 15,000 educators.

Also embracing change, but without leaving her employer, is **LaVonne Jacobsen**, the new Head of Collection Access and Management Services at San Francisco State. As "a reference librarian who speaks MARC," LaVonne is able to make both halves of the library brain talk to each other. Because of a hiring freeze, LaVonne still gets to keep her hand in as a reference librarian.

Watch for the May/June issue of *Online*, in which **Terry Huwe's** article "Turbo-Powering the "Flat" Portal: the University of California's Labor Research Web" will appear. Terry also gave a presentation at Internet Librarian in Pasadena in November, titled "From Library Web to Portal: Mapping Content, People and Purpose." Terry is head of UC Berkeley's Institute of Industrial Relations library.

2002 Professional Achievement Award Winner : Debbie Hunt

by Marlene Vogelsang

The San Francisco Bay Region Chapter Professional Achievement Award is meant to acknowledge our members who contribute significantly to the chapter and to our profession.

It is with great pleasure that we recognize Debbie Hunt for her commitment, leadership and many activities which support our profession. The award will be presented at the September dinner meeting.

Have you ever asked Deb, "What are you doing these days?"

Her professional schedule is packed with her work at the Exploratorium, her own consulting firm, Information Edge, her teaching at UC Berkeley, Diablo Valley College and for Infopeople, her efforts for our SLA chapter as well as other professional associations.

This energy runs over to her personal life, too. She is mother of two almost-grown children and plays weekly on a tennis team.

It has been said that if you want something done, ask a busy person. To my mind, that suits Deb perfectly.

Debbie has been a member of the SF Bay Region chapter since 1982. She is responsible for getting our discussion list up and running in 1999 and has acted as its moderator since. She has been Chair of the Programs, Professional Development and Networking Committees, and has served on many others.

She is also very active with the Association of Independent Information Professionals (AIIP), serving as Director at large and annual Conference Chair (2001) and has been local BayNet president and active member for many years.

Debbie always promotes the profession and the many benefits of association membership.

Debbie is also active as an instructor. Many of us have attended her presentations at Internet Librarian and other conferences. Debbie presents on



internet and other tech trends and tools.

I've known Debbie since the early 90's, when I became active in the SF Chapter and the informal Architectural and Engineering librarians group. We had lots of discussion about the new tool, the Internet, then only Unix driven..Those early days were heady with excitement and possibility. Debbie was always in the early wave of adopters and she readily shared her knowledge and experience with her colleagues. She continues to do that to this day.

Again, it is our pleasure to honor Debbie with this award. Congratulations to a most deserving colleague. We really appreciate your efforts and contributions.

Program Notes

.....

Let the Show Begin

by *Jaye Lapachet*

We are looking forward to an exciting year of "entertainment"! Programming sounds like churning out code for web pages and computer software. Since that term may bring back bad memories for some of our members, we will call Programming entertainment this year! I, as head 'fun-raiser,' want to assure you that the events won't be too frivolous, but that the committee is working hard to bring educational as well as engaging speakers to the chapter.

The Entertainment Committee had a really productive and enthusiastic planning meeting in July at Boston Consulting. **Claudia Fenelon** did a great job organizing food. We met new member, **Bob Berg**, from Dialog Corp. Bob asked lots of questions about the way the chapter works which kept us on our toes. **Tamara Horacek**, who was there checking up on us fielded most of the questions with Richard Geiger chiming in as well. I was reminded that the chapter does a lot and has a lot of depth. I need to do some homework on the way the chapter works, so I can be better prepared to answer questions in the future. SLA Treasurer, **Richard Geiger**, also attended our meeting. He wasn't checking into Entertainment Committee accounting practices, but was in attendance with his BayNet hat on. For the first time in recent Entertainment Committee memory, SLA-SF will have a joint meeting with BayNet. Richard proposed it and I thought it was a good idea since we have many common members and many common interests. Richard and new Assistant Entertainment Director, **Lauri Flynn**, will be planning the **January 30, 2003** meeting in San Francisco together and we are planning for it to be very interesting and thought provoking.

We are starting off with lights, camera & action when we have Sandra Joy Lee from Industrial Lights and Magic come and talk to us about her role as

Media Librarian at ILM on **September 24, 2002** at **Yank Sing** in Rincon Annex. **Chris Orr**, Entertainment Director Emerita, will coordinate that meeting. Sandra Joy has asked for a video projector, so there will be lights, camera & action. **Mary Keba** of the Hospitality Committee stepped in to organize this meeting as **Lincoln Cushing**, the chapter's new Hospitality Chair was off to England immediately following the Entertainment Committee meeting.

Steve Heminger of the Metropolitan Transportation Commission will join us in November to talk about transportation, traffic, effects of both on urban planning and YOUR commute on **November 20, 2002**. Steve, who speaks frequently, is an excellent speaker. He has a good grasp of the transportation issues facing the Bay Area. I heard him speak at the beginning of the dotcom boom. He was discussing express busses from all over the Bay replacing rail plans and companies moving to Stanislaus County where their workers could afford to live. It will be interesting to hear what he thinks about traffic after the dotcom bust.

Vivian Kobayashi will be coordinating the March meeting where we hope to have someone from a radio station explain to us how they can serve up stories and music so fast. Perhaps we can collaborate with a DJ to improve service in our libraries even further.

The Neighborhood Dinner meetings will once again take the place of a traditional meeting in April. **Natasha Bergson-Michelson** and **Bob Berg** will be working together to make the neighborhood dinners a big success. If you are interested in being a coordinator for your neighborhood, please contact Tasha and Bob. We hope to increase attendance at the April meetings. This is a great opportunity to really get to know people in the chapter.

Our theme for the May Joint Meeting with the San Andreas chapter will be 'fun.' **Karin Zilla** will take the lead on this gathering and we hope to have a bit of a party along with the fun.

Special Libraries Association - San Francisco Bay Chapter

2002-2003 Program Series

For the first time the SLA San Francisco Bay Region Chapter is offering members the opportunity to sign up in advance for four meetings. Your pre-reservation will includes dinner and program on the following dates:

Tuesday 9/24/2002 **Sandra Joy Lee, Media Librarian, Industrial Light and Magic**
From Indiana to a Galaxy Far Away: Elements of Visual Effects—
ILM's Media Library Revealed

Wednesday 11/20/2002 **Steve Heminger, Executive Director, Metro Transportation**
Commissison
Getting from Here to There: The Future of Public Transportation
in the Bay Area

Thursday 1/30/03 *Search Engines Panel - What's Hot and Not Google ?*
(Joint Meeting With BayNet members)

Wednesday 3/26/03 **Radio Station Representative**
Library Rock: How We Organize and Switch Information in a
Matter of Seconds

Cost: \$115 for all 4 events.

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SF Bay Region Chapter / SLA Executive Board Meeting Minutes, May 14, 2002

PG&E Energy Center

Attending: Maggie O'Brien, Marlene Vogelsang, Tamara Horacek, Nancy Adams, Beth Graham, Steve Cooney, Jaye Lapachet, Jo Falcon.

Called to order at 5:30

1. Maggie welcomed the Board, just as Jaye arrived to make up a quorum.

2. Approval of Minutes as written.

3. Treasurer's & Finance Reports - Nancy

Year to date, we show a positive change in the checkbook balance. The dues allotment, about \$6,000, puts us "pretty close to on target" for the estimated budget. Some expected expenses won't happen: the Directory has been postponed and the \$3,000 for website redesign deferred. (For reference, the SLA fiscal year is the calendar year; chapter year is July 1-June 30.)

4. OLD BUSINESS:

i. Nominations for Professional Achievement

Award — Marlene has three nominations. The committee has not yet but will have chosen by the June turnover meeting, with the award presented by the President at the September meeting. Memory of the exact procedure for the award is eroding; we need to clarify and put this on record.

ii. Leadership Development Institute — Maggie strongly suggests that any Board members who'll be at the conference attend this session, Sunday from 9:00-2:00 and well worth the time.

iii. Association Bylaws should have arrived in the mail. The current version is less controversial than expected (for example, the January iteration proposed voting for "Board members," not specific offices, which the Board would work out among themselves). No name change has yet been proposed.

iv. Twinning Program: we have agreed to sponsor one (or possibly two) librarian(s) from a developing country. We need to send in the name by this Friday, 5/17. Jo will review the list: we agree to chose the first two names in Pacific Rim countries.

v. Procedure Documentation - Marlene has received three updates of the many due, and will send reminders to committee chairs who have not

responded. We need to document the current procedures for new volunteers and those changing committees. Deadline is immediately if not yesterday.

vi. Committee Annual Reports - Maggie's thanks to all who sent these in: there's only one outstanding. She has used them in the annual report to HQ, on which she will cc the Executive Board for review before sending to Nick for posting on the chapter website.

vii. We have approved in e-mail a donation to assist Mr. Chaudhary with conference expenses. The check has been sent to DC.

5. NEW BUSINESS

i. Mentee reports: everything seems to be clicking along nicely, and program attendance is up. The Newsletter is a little over budget, but keeping inserts to a minimum should cure it; it generates few expenses other than printing and mailing. Nancy has brought in more ad money than last year despite the poor economy and personal upheavals. It's time again to think about e-publishing, and consider the number and needs of our hard-copy constituency. Bruce is having health complications but hopes to do the Directory this summer. He MUST update procedures for this, and will be given a deadline of the September meeting.

ii. Membership, Tamara: currently stands at only 490 (was 554 last February and has been as high as 700) because of people moving, retiring, etc. Some new members have joined, but we are losing ground. Stepping up Academic Relations may help.

iii. Clarification of circumstances in which someone may attend an event free: there are some legal reasons for this to happen, including nonprofit status. The speaker and a guest, an event sponsor and a certain number of guests, are comped in as a courtesy; the Chapter president because her attendance is a requirement (and because it saves the administrative hassle of getting a check request and other paperwork in). This will be clarified to committee chairs at the next meeting with the Advisory Council. The pay-at-door/no-show issue was also discussed: Mary Keba suggests we take credit card information when they call to register, then charge the card if they don't show.

iv. Unfilled committee positions: Tamara notes there

are openings in Consulting, Nominating Finance, Hospitality. Since planning the meeting for September should begin in July, these need to be filled soon.

6. Other:

Reminders: California Reception in the Bonaventure, the main conference venue. Karin Zilla's "been working her little heart out" - go to the reception and congratulate her.

Turnover meeting is scheduled for June 27 at PGE.

Steve asked on behalf of the newsletter whether anyone is scheduled to write up the reception and other events. A request for "roving reporters" will be sent to the discussion list.

Meeting was adjourned at 6:55.

Respectfully submitted,

Jo Falcon, secretary

Advisory Council Meeting, May 27, 2002

PG&E Energy Center

Attending: Bonnie Willdorf, Jo Falcon, Maggie O'Brien, Tamara Horacek, Nancy Adams, Holly Riccio, Beth Graham, Wess-John Murdough, Robert Burke, Lincoln Cushing, Chris Orr, Jaye A.H. Lapachet, Terry Richards, Sara O'Keefe, Nancy Phelps, Steve Cooney, Gina Castro, Natasha Bergson-Michelson, Bruce Thomas, Marlene Vogelsang, Debbie Hunt, Rita Evans, Karin Zilla, Nick Robinson, Debbie Jan, Mary Ann Mahoney, Sandra Lormand.

Called to order at 6:05

1. Maggie welcomed the attendees to the annual turnover meeting. Introductions were made around the table. Maggie officially turned over the presidency to Tamara.

2. Tamara thanked the incoming Advisory Council for making ours such a great chapter.

3. Approval of February 21 minutes was deferred as they were not available.

4. Treasurer's Report. Nancy reported that our balance is higher than at the beginning of the year. Tamara added that we have to pay close attention to our individual committee budgets to keep in a sound financial

condition for audit purposes. Nancy would like people to enclose a note when they send her checks that tells her into which budget category the money is to be deposited and the amount that is enclosed. This makes for much easier tracking of our income. Nancy also requested that people add SLA to the address label so that they won't get mixed up with her company checks?

5. Administrative documents are at: <http://www.sims.berkeley.edu/sfsla/letterhead/letterhd.html>. They are hidden on the site, so if you can't find them, please call or email.

6. Maggie presented an overview of the year via the Chapter Committee Annual Reports Summary. Communication between and among committees really worked to make this a successful year. Committee reports will be on the Web site and committee chairs are encouraged to read these for guidelines and suggestions. Unofficial committee chairs were recognized as well - Holly Riccio as PO Box monitor and Linda Yamamoto as Reflector monitor.

7. Tamara thanked the Nominating Committee for finding Lauri Flynn to replace Mark Mackler.

8. Debbie Jan presented the Finance Report. 2001-02 had projected a deficit of \$8000 but we actually have a surplus of \$4000. Debbie includes pooled interest in her report which explains the difference with the Treasurer's Report. Debbie requested committee chairs to review the previous chair's budget and to prepare their budget carefully. Budgets are due by July 19 to Sara. Sara will present a proposed budget at the August meeting.

9. Marlene requested that outgoing chairs forward their procedures to her.

10. Marlene announced that this year's Professional Achievement Award will go to Debbie Hunt. It will be presented at the September meeting.

11. Tamara announced that we will be participating in a Twinning Project whereby we will sponsor a member for our chapter from Malaysia, where there is no SLA chapter.

12. Tamara announced that we helped sponsored a librarian from Pakistan to attend the SLA Conference in LA. He had attended conferences in the past. He was very grateful.

13. Committee Reports

a. Government Relations — Karin — I finally got on the distribution list from Don Newcombe in Headquarters who is head of the Public Policy group. I have advised him to make sure that Natasha Bergson-Michelson is added to his list.

b. Strategic Planning — Rita — we are working on the survey for this year — we want this to be Web-based and

useful for our members and for the committees to be able to fulfill their needs.

c. Directory — Bruce — We were moving toward a Web-based Directory but National beat us to it. The database that is up on the SLA site is well done and searchable and available in many printable formats. Bruce proposes a print-on-demand directory, partially because of cost. Lincoln raised the issue of archiving old versions. Bruce said this would be easy to do. Procuring corporate sponsorship has been and will continue to be increasingly difficult. There are password issues involved as well. Debbie Hunt raised the issues of paying individually as something that membership might balk at and suggested that this be part of the Membership Survey. Karin raised the issue of online advertising, hyperlinked to current information. The timelessness of online directories was lauded, as opposed to printed directories that are out-of-date as soon as they are printed. Beth asked if it would be possible to put a sub-set of the national database on our Web site, but there are privacy issues as this is on the password-protected portion of the national Web site. Tamara asked us to send comments to Bruce and continue this discussion on the Discussion List. Bruce will post to the Discussion List and ask for feedback, particularly re: the printed version scheduled for August. The Reflector will be used, not the Discussion List and Bruce will consult with San Andreas.

d. Web — Nick — staying on for a third year and has enjoyed working with the various chairs.

e. Mailing — Sandra — works well with Steve.

f. Bayline — Steve — Passed out production schedule. Please add columns as you see fit. There has been a suggestion that meetings be announcements rather than flyers.

g. Advertising — Nancy — enjoyed working with Steve.

h. Tours — Terry — Several Spring tours fell through. Three are in the hopper right now. There's a head start for this year. Lone Mountain and Presidio are good possibilities.

i. Program — Jaye and Chris — Passed out schedule. Add March to the schedule. Has a committee and a good start on things. July 16 is the Launch Meeting so dates can all be laid out in advance and coordination with Tours and Professional Development can start early. We will be sticking to the 6 meeting format and the Executive Board has been discussing a subscription format. Watch the Reflector for more information.

j. Fundraising — Robert — The list Jenny and Robert was working for was updated a month before the NASDAQ crashed, so it was pretty useless. It was a challenging year.

k. Nominating — Wess — Demolished the myth that

if you were on the Nominating Committee you wouldn't be nominated, hence Beth (after much detailed research by Karin).

14. Tamara announced that the national Web site, as well as our chapter Web site, is a good place to find things.

15. Tamara had everyone sign Officer Acknowledgment Forms.

16. Tamara will distribute Roster and Mentoring List next week. Please correct any information. It will also be on the Web site.

17. Maggie and Beth are planning Leadership Training that is our way of rewarding you and helping you along. It's a free half-day morning workshop, probably in September. Tamara asked for input or suggestions of presenters. Contact Beth with ideas. Committee members are welcome as well.

18. The next joint meeting will be on August 14 at 5:00 pm, probably at Dolby.

SLA Conference Notes — Tamara reported that the California Reception was great. Wess noted that they had to be kicked out of the room. There will be a national Membership drive. Send in names to the National office. The By-Laws revisions were approved. They will be sent to the entire membership for a vote. It is very important to vote as a certain percentage is required for passage. They will bring us into compliance with New York law where SLA is incorporated. In terms of branding, the New York chapter suggested The International Society of Information Professionals as a new name. You can email Cindy Hill with your own suggestions. There may be something on the Web site. Nancy will send to the Discussion List. Marlene, Debbie Jan, Richard, Frank Lopez, Roger Strouse and others contributed to the Program. There is always a Leadership Day, so next year, if you can go to New York, try and take advantage of it. Keynote speakers were great — Peter Drucker and Doris Kearns Goodwin. Peter Drucker really knew us and was a terrific speaker. Doris Kearns Goodwin was an extremely engaging speaker. The speaker at the Leadership meeting was excellent. Mary Boone spoke about communications. We raised \$2400 for the Chapter Reception in LA.

19. The San Andreas Chapter did a lovely job organizing the May joint meeting and raised a lot of money.

Meeting adjourned at 7:40

From Indiana to a Galaxy Far Away: Elements of Visual Effects- ILM's Media Library Revealed Sandra Joy Lee, Media Librarian, Industrial Light & Magic

Location: Yank Sing
One Rincon Center, 101 Spear Street
(entrance is on the corner of Spear and Mission)
San Francisco, CA 94105 Tel: 415-957-9300

Members - \$30
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Signature _____

Speaker Bio:

Sandra Joy Lee joined ILM in 1997 to supervise the formation and organization of the company's media library. As Media Librarian, Lee is responsible for the daily management of the resource that provides internal access to more than twenty-five years' worth of visual effects archival footage contained in a variety of film, video and digital formats. Previously, Lee worked as curator of the Moving Image Archive at the University of Southern California, which archived, among other things, the student films of George Lucas. As an undergraduate, Lee studied film at the University of California at Santa Barbara. She received her M.L.I.S. graduate degree from the University of California at Los Angeles in Library and Information Science.

Directions to the meeting :

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Follow I-80 West cross the Bay Bridge
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From South Bay:

Take 101 North to 80 (heading towards the Bay Bridge)
Take the 4th Street Exit and go to 3rd Street
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From Golden Gate Bridge:

Follow US-101 South
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Follow Broadway all the way to the Embarcadero
Right on the Embarcadero
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Calendar

september...

13-17

Library Assessment and Benchmarking Institute LAB 2002
Hyatt Regency Monterey—
Monterey, CA
register at:
http://www.sla.org/PDFs/LAB2002Form_.pdf

24

Dinner Meeting

Sandra Joy Lee, Media Librarian,
Industrial Light & Magic
5:30 pm
Yank Sing Restaurant
One Rincon Center, 101 Spear
Street, San Francisco

october...

34

Sales & Marketing Intelligence (SMI) Symposium, Society of Competitive Intelligence Professionals (SCIP), San Francisco.
Contact: Jennifer Griffith, (703) 739-0696.

29 - 31

KMWorld & Intranets 2002 Santa Clara. Contact: Information Today, Inc., (800) 342-6626.

*To list an event contact
Lauri Flynn at 415-433-1940
or LFlynn@littler.com
Calendar events are
updated bi-weekly at:
<http://www.sims.berkeley.edu/sfsla/>*

november...

4 - 6

Navigating in Turbulent Waters,
Internet Librarian 2002.
Palm Springs. Contact: Information Today, Inc., (609) 654-6266.

4 - 6

Charting a Course for Reference:
Toward a Preferred Future,
Virtual Reference Desk Conference
2002. Chicago, Illinois. Contact:
OCLC Institute.

20

Getting from Here to There: The
Future of Public Transportation in
the Bay Area
Steve Heminger of the Metropolitan
Transportation Commission
Place: TBD, East Bay

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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

November/December 2002
Volume 73 Number 2

President's message from Tamara Horacek

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These past few weeks have been a whirlwind of activity. The tours committee kicked off the year with a surprise event held at the Presidio. **Terry Dean** and **Barbara Janis**, along with **Marlene Vogelsang** and **Jo Falcon** helped put together a fun evening touring the Presidio, its photo archives and the Presidio Trust Library with historian **Randy Delehanty**.

Our first dinner meeting was also an amazing event. Over 100 of our members were able to attend. **Chris Orr** and **Jaye Lapachet** brought us a wonderful evening and program with the help of **Mary Keba**, **Brian Quigley** and **Lincoln Cushing**.



We ate delightful Chinese cuisine, while catching up with each other. I had the honor of presenting **Debbie Hunt** with the Professional Achievement Award. And if that in itself was not enough, our speaker was absolutely dazzling!! Please join me in thanking **Sandra Joy Lee** for bringing us a glimpse into the exotic world of ILM. She shared video clips and war stories, and showed us her research work that led to a movie credit in *Space Cowboys*.

Jenny Kanji, in cooperation with the Northern Association of Law Libraries and the Northern California & Nevada Medical Libraries Group coordinated our annual SIMS Career Day. We kept the event informal, giving the students plenty of time to ask questions and chat with us. We awarded two students memberships to **Kirsten Swearingen** and **Diane Ghorbani**. Keep an eye out for them at our next dinner meeting. The event was such

Continued on page 5

inside...

- Find out what happened at the latest Chapter meeting2, page 7,9 & 17.
- Catch up on the latest Chapter gossip, page 11.
- Meet our Chapter's newest member, page 12.

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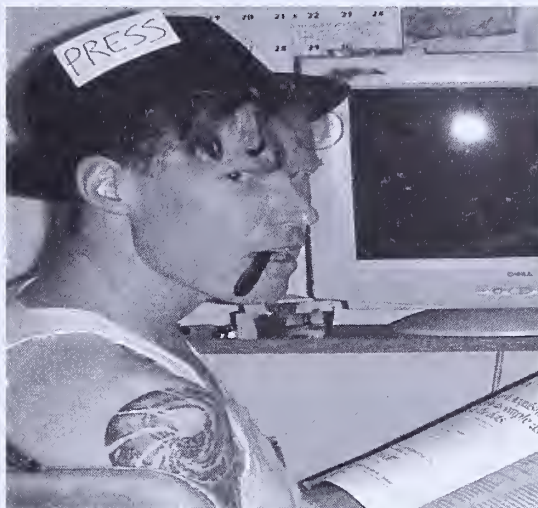
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From the editor's desktop...



My hope, as you are first reading this, is that we are now in the early days of November, and not, say, on our second course of Thanksgiving dinner. I realize the last Bayline got to everyone a little late last time- the fault was not with missed deadlines, but a miscommunication with our printer, for which I assume full responsibility. Mea culpa, etc...

The Web version of the Bayline however was viewable at the regular place and time (thanks to **Nick Robinson**). Lately some SLA bulletin editors have been eliminating their chapter's print versions altogether and just posting an online version, primarily to save in printing and mailing costs. While I can certainly appreciate the logic of this argument, the technophobic curmudgeon in me asks: *yeah, but can you read it in the bathtub?* So I'm torn, but unruffled- the print/online bulletin decision, thankfully, is not mine to make. Meanwhile, I again take *full responsibility* for the contents of this issue, except of course for actually writing all the articles (thanks **Elyse Eisner**, **Sarah Cervinski**, **Pamela Miller**, **Barbara Janis**, and **Mary Beth Train!**), and, er, all the mistakes...

Copy Deadlines for 2002/2003

Jan/Feb	December 13
March/April	February 17
May/June	April 4

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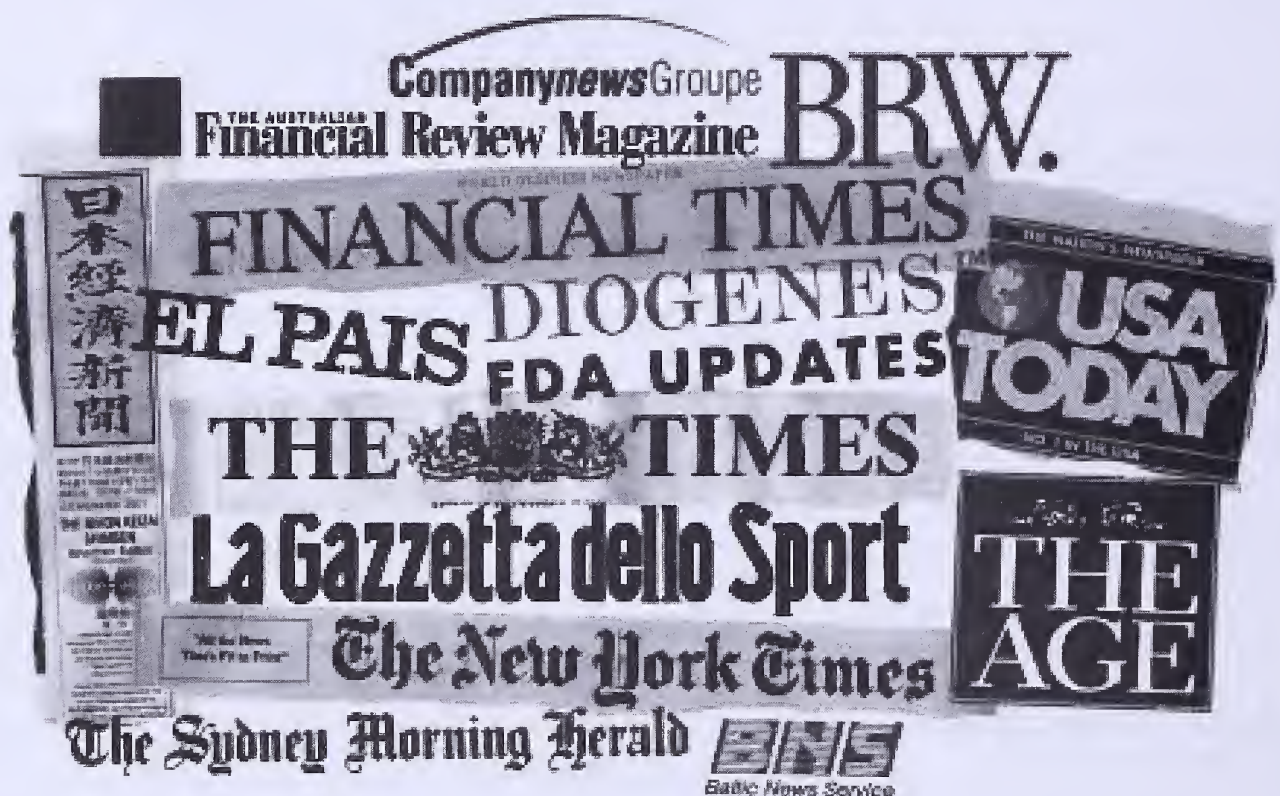
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a success that we are considering hosting a Spring get together as well. If you would like to help put this event together, please give either Jenny Kanji or myself a call.

As I write this, I am looking forward to a number of events in October and November. There will be another tour at the recently renovated Berkeley Public Library on October 15th. In addition, our next Professional Development workshop sounds very exciting. **Gina Castro** and her Professional Development committee are bringing us *Lies, Damned Lies and the Internet*, with **Anne Mintz**. Thanks to all of them for their hard work to make this opportunity a reality. There is still room on this committee for an Assistant Chair, which would be an 18 month commitment, that rolls over into Professional Development Committee Chair starting in June 2003.

Jaye Lapachet's Program committee and **Lincoln Cushing's** Hospitality committee are hard at work on the November 20th Dinner meeting in Berkeley. Our speaker will be **Therese W. McMillan**, the Deputy Director at the Metropolitan Transportation Commission. Check out the announcement in this issue for more details.

I want to thank the Executive Board and Advisory Council for all of their work so far as they labor behind the scenes making everything run smoothly for the rest of us. For a complete list of these volunteers and their roles, see page two of this newsletter.

I am pleased to announce that the bylaws revision has passed! As a result of the bylaws revision, the chapter will be able to revise our own operating documents allowing us additional flexibility.

This year we are exploring ways to reduce our costs while continuing to provide the membership with valued services. You may have already noticed that we are trying to limit the number of fliers that are mailed out for events. In many cases the fliers are now published as announcements within this newsletter. In some cases, the timing on the announcement does not correspond with the Bayline publishing schedule. To compensate for this, announcements of all of our events are distributed via the reflector and the discussion list. The announcements are also posted in a

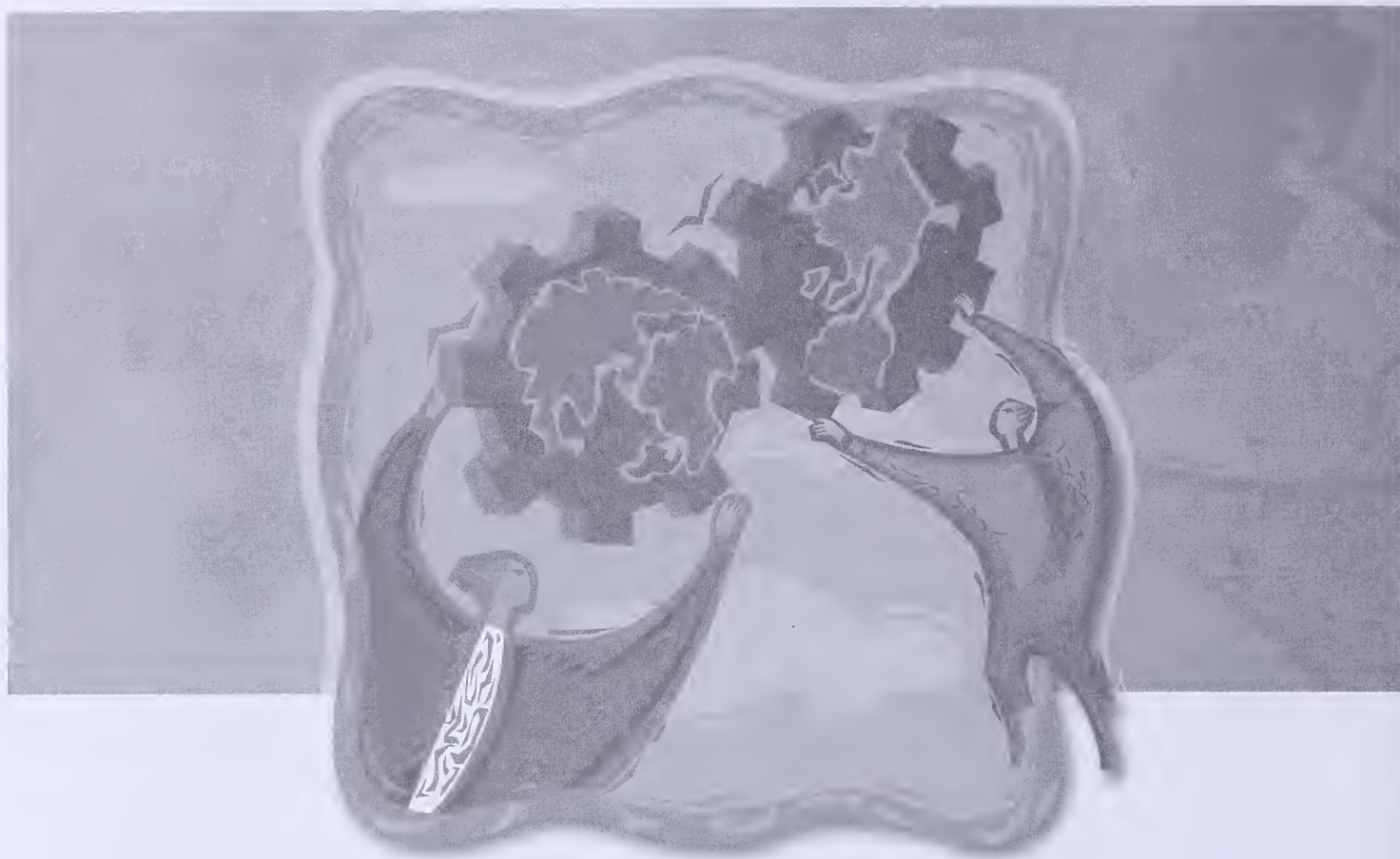
timely manner on our website, thanks to **Nick Robinson**! If you find that either of these solutions are problematic for you, please let us know. We will be happy to print out the notices and send them to you via regular mail.

If you have not given your email address to SLA Headquarters, then you might not be signed up for the reflector! The reflector is used strictly for chapter business and announcements. The reflector is maintained by **Linda Yamamoto**, while a separate discussion list for our more informal communications is maintained by **Debbie Hunt**. To sign up for the reflector, contact Linda Yamamoto at linday@stanford.edu. Instructions for signing up for the discussion list are available on our website at <http://www.sims.berkeley.edu/sfsla/>.

Other possibilities for cost reductions that we are exploring is the move towards email distribution of the Bayline and the utilization of the SLA online membership directory. Many other chapters have already taken advantage of the newly enhanced online directory. To access the SLA Who's Who Online, go to <http://www.sla.org/content/memberonly/index.cfm>. You will need your pin number, but if you don't have one, you can request it from SLA Headquarters via this page. There are a number of very nice features including the ability to view and update your own information online. Within the directory itself, you can search by division or by chapter (or zip code!) to create your own updated and personalized directory. The search results can be then be exported to a printer friendly, PDF, Excel, or comma delineated format. We estimate that if each of our members used the online SLA directory we could save the chapter over \$5000 in printing and mailing costs. I look forward to further discussions with you regarding this. Please feel free to send me your thoughts, either directly at 451-558-0268 or tlh@dolby.com, or via our discussion list at SLA-SF@exploratorium.edu

Lastly, I wanted to thank Steve Cooney, our formidable editor for wrangling our Bayline together and especially for his ongoing patience.

Tamara Horacek
415-558-0268
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- New user accounts:
www.gsionline.com/sfc11a
- Suggestions and comments:
mshackleton@gsionline.com

GSI is also pleased to announce the appointment of a consultant who will facilitate communications between GSI and SLA, its local chapters and the law librarian community at large.

Mary Shackleton
Special Library Relations

Ms. Shackleton, admitted to the Indiana bar in 1988, has over ten years of experience conducting SEC research at major law firms in Washington, D.C. and New York. She received her B.A. in Communications from Perdue University (West Lafayette), a J.D. from Indiana University (Bloomington) and an M.I.L.S. from the University of Michigan (Ann Arbor).
mshackleton@gsionline.com



The right answer, right away

SLA Events Update

SLA SF Chapter Dinner Meeting with Industrial Light & Magic Librarian Sandra Joy Lee, September 24, 2002

by Lauri Flynn

How many of you have had research requests for images of “an angry old man yelling” or a “good second degree burn”? Not many, I’d guess. These are all in a day’s work for the librarians at the Industrial Light & Magic Media Library in San Rafael.

At our first dinner meeting of the year, the ILM Librarian, **Sandra Joy Lee** enlightened and entertained attendees with information on the services and functions of her research library. She began the program with a montage of recent feature films from ILM, including Jurassic Park 3, Pearl Harbor and Harry Potter and the Sorcerer’s Stone. The Library was started 5 years ago and functions as both a research center for current projects and an archive for all media produced by the division. They circulate 90 items a day on average and in the last fiscal year they had 2,200 business requests and 6,600 personal requests (yes, employees can borrow videos for home use). Some of their requests include time-lapse reference so animators can see how an object moves, erupts, explodes or opens over time. Their information sources include news sources and movies and additional “confidential” resources. The ILM collection is cataloged and all of the tapes and other physical media are bar-coded. They have their own cataloging software and are working on a controlled vocabulary for description.

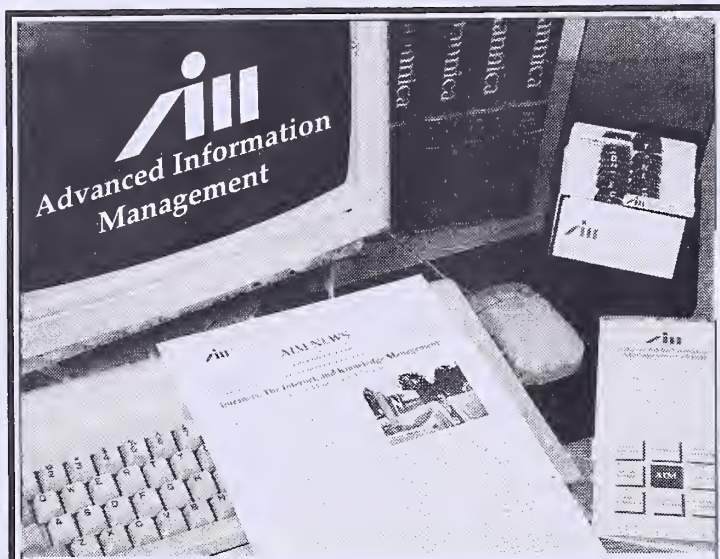
Sandra talked about the movie “Space Cowboys” and how they used stills from NASA in the background. One request for that movie was a get a good view of Italy from space. Sandra was listed in the credits for this movie because of her research work on the film! She also talked about the stock elements which the library collects and which are re-used in various films (i.e. a video of an explosion in the desert or a fire burning). The company owns these generic stock images plus

the technology used to do the special effects.


She mentioned some of the issues she faces as a media librarian in a fast paced environment. Some of them are similar to other SLA members’ concerns and some are unique:

1. The company’s product has short production cycles; therefore the mindset of production workers is short term. The Library must think long term.
2. The Library has lots of legacy tape formats and must keep and maintain the machines and technology to utilize and display these formats.
3. As the availability of technological tools for visual effects work increases, artists believe re-doing an effect may be quicker and simpler than resurrecting an element from ILM’s archive.
4. Definitions of time are different than in a traditional library or archive, i.e. ILM staff refer to something “old” being from 2000.
5. In designing new database systems for users, she needs to factor in the expectations and search behaviors of CG artists who are unaccustomed to GUI interfaces and online library catalogs.
6. When items are sent to the Library for archiving, they must choose what to catalog and store, i.e. sort out the unique archive material from ephemera and redundant duplicates.

Sandra ended the program by showing some great commercials which ILM had produced and a Library scene from Star Wars Episode 2 (but, alas, the librarian had gray hair in a bun...) I hope the next Star Wars scene featuring a librarian, will contain a more current depiction of our profession. With a librarian like Sandra Joy Lee leading the ILM Library, they have a great example of a professional, 21st century information specialist.



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More SLA Events

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SLA- SF Chapter's Tour of The Renovated Berkeley Public Library

"We Did It, We Love It"

— Sayre Van Young

By Pamela Miller

On Tuesday, October 15, a group of about 40 members and friends of SLA gathered in the Meeting Room of the new Berkeley Public Library in anticipation of a tour of the newly renovated and expanded facility. After an enjoyable half hour of meet-and-greet, with delicious Middle Eastern food and a variety of drinks, Sayre Van Young, Coordinator of the library's Berkeley Information Network and Berkeley History Room, led us on a long and winding tour of just two floors of the five-floor building.

In the mid-1920s — during the lush and plush times of the roaring twenties — Berkeley residents approved a bond to fund the original "old building" (as it was referred to throughout the tour). However, unlike so many other municipal projects, when the stock market crashed in 1929, Berkeleyans continued to tax themselves during the early Depression years to see the completion of their beautiful, modern art-deco library that opened in 1931. That building served the city for 70 years and over the course of time became a wondrous rabbit warren of meandering shelving, with one lone elevator, and material, staff and patrons crammed into every possible nook and cranny. It included a most remarkable microfilm unit in the basement that felt like a speakeasy requiring a password to gain access.

Clearly, something needed to be done and in the plush and lush times of 1996 (remember them?), Berkeley passed a \$31 million bond to fund a retrofit and addition that was to be completed in 18 months. Ah, how the city learned about the false expectations in the world of remodeling. (Rule of Remodeling #1: Remodeling takes twice as long and costs three times as much as the original estimate.) As Sayre pointed out, more than once, every detail



was wrangled over — this being Berkeley and all. In addition, the original bond covered the cost of the building only. The municipal bond did not cover the cost of such things as chairs, staplers, lights, desks and other inconsequential details. The cavalry arrived in the form of the Berkeley Public Library Foundation whose tireless fundraising efforts provided the needed additional \$4 million to appoint the inside of the library.

While every detail may have been discussed and argued over, that happy combination resulted in a magnificent architectural and environmental milieu for both patron and staff alike. We began our tour in the arrival foyer that is accessible by ramp and stairs from the Kittredge Street side of the library, just west of the original entryway. If you are lucky enough to visit the library at night, look up and

Continued on next page

enjoy the visual treat of a five-story wall of light that the frosted glass windows offer. As you enter the information area, patrons are greeted at a welcoming desk, with humans ready and willing to answer questions. Behind them are books – rows and rows of books. There is not a computer in sight and, while Sayre considered this a small mistake, many in the tour group were delighted to see a clear absence of technology as the first landscape a patron encounters when visiting the library.

The entryway is in the “new” building and maintains the warm and old feeling of the original library building while offering every amenity now necessary for a modern 21st century library. Part of the fun of the tour was trying to tell where the old library ended and the new one started. Wherever possible, the design kept the outdoor windows of the old library as part of the dividers between sections. However, these now look and “feel” like part of the total design. The planners worked very hard to blend the two buildings. For example, the marble floor blocks on the first floor were recycled from the stacks of the old building. These are rich, large slabs of Colorado marble that preserve the integration of the old and new buildings.

As we walked upstairs past the old entryway and into the second floor historic lobby, we were treated to an original display case in the center of the room

that featured ephemera from the library’s historical collection. The room offers hand-made chairs from Berkeley Mills that reiterate the architectural forms from the library’s original furniture and are designed to be restful and comfortable for about twenty minutes, after which, the Frank Lloyd Wright-esque style urges patrons to stand up and move along. The feel of the wood, however, was luscious as was the view from the seats. If you look up, high above the stairwell hang three lovely art deco lights that survived throughout the 70-year history. They are the only surviving original light fixtures in the building. Other light fixtures were reproduced based on old photographs and pictures and recall the original light fixtures. In addition, the Reading Room has additional new lighting, because, well, it was needed. Sayre concluded that people did not use strong lights back then but the new lights provide ample reading comfort. Other more practical effects included color-coding of the flooring to match the shelving so that you know where you are. It is such a large building now. Another practical solution is that most of the computers are in the new building simply because of modern wiring.

From the second floor foyer, we could reach two of the three original rooms that were retained in

Continued on page 13



Kaleidoscope

by Elyse Eisner

Debbie Sommer is now the Manager of Library/Information Services at the California Health Care Foundation in Oakland. Debbie works part time at CHCF. You can reach her there at 510-587-3130.

After an intense two or three years chairing two Joint Meetings for NCNMLG, plus serving as acting, then actual, chapter president, while also doing some independent consulting, **Mary Beth Train** "retired." While representing Palo Alto on a citizens' advisory board for the Silicon Valley Library System, she learned that the combined systems were recruiting for a coordinator for QandAcafe, an on-line real-time free reference service staffed by 120 librarians in 14 counties. Mary Beth became the coordinator in June 2001. According to Mary Beth, "our service is free (actually, we all have already paid for it with our tax money), and it's teaching people what an information professional can do." Check out the QandAcafe at www.qandacafe.com, and contact Mary Beth at 408-294-7334 (and see her article on page 15).

Trust SLA members to take unusual vacations. **Lee Pharis** took three weeks in May to drive Route 66. Rather than simply drive the same road back and forth, Lee and her companion drove through Idaho, Yellowstone, and the Dakotas to get to Chicago, visiting the Badlands and Little Big Horn along the way. But not without incident. Grand Teton National Park was closed, they were snowed in for a day at Yellowstone, the Mississippi was flooded at St. Louis (leaving the bottom of the downtown arch under water and closing the bridge to Illinois). Says Lee, "There were no hailstorms or tornadoes," but there were plenty of fog, snow, rain and dust storms. So much for springtime



in the Midwest!

A better climate was found by **Mary Staats** in Hawaii. Having accompanied a friend who was presenting a workshop on beadwork, Mary sold enough beads at the workshop to pay for her trip! It turns out that Mary has been making beaded jewelry for about five years, and apparently she's not the only one in our Chapter who does. Is there a craft fair meeting in our future?

Watch your Information Outlook for an article by **Rosemarie Falanga** and **Deb Hunt**. The working title is "Leaping off the Edge," and Rose describes it as "funny adventures in library land." Rose also had an article published recently in Computers in Libraries in which she described her current project as digital archivist at the Exploratorium: "if it's digital, I index it, and if it's not digital, I digitize it and then index it." By the time you read this, Rose should have returned from speaking at the Association of Science Technology Centers conference. Debbie, as you will learn elsewhere in this issue, received the Chapter Achievement Award at the September Chapter meeting. Congratulations!

New Members Showcase

.....

By Sarah Cervinski

Please join me in welcoming into our Chapter a new member, **Kathleen Cameron**. I got a chance to catch up with Kathleen, a first year SLIS student at San Jose State, and ask her a few questions.

I've known Kathleen for some time. We worked briefly together at a publishing company where she was a Photo Editor for higher education science textbooks and I again got the chance to work with her at a now defunct (of course) dot com.

Kathleen has had quite a variety of work experiences that naturally paved a way towards the library/information field. Some of these include: photography, photo research at the Bettmann Archive and photo editing at a publishing company. Most recently, Kathleen was working as a photo archivist dealing specifically with a database that brought together all information about the company's photographs, including information like rights and permissions.

The following are some questions that Kathleen answered, to help us get to know her better:

I know you are a first-year student. What classes are you taking and are you enjoying them?

Currently I am taking: Information Retrieval, Information and Society, and Information Organization and Management. So, far I like the variety of the classes. They are structured differently for different types of information.

You live in San Francisco, how is the commute to San Jose?

It is not so bad. I only end up having to go down there twice a week on average.

What kinds of collections are you interested in?

Definitely I'm drawn to a special collection or academic setting. For sure, a visual collection and the organization of its rights and permissions, there is a challenging aspect to organizing this information within one format.

You recently attended your very first SLA meeting at Yank Sing. What did you think?

I thought everyone was so nice. The guest speaker was great.

What was the last book you read?

The Unauthorized Biography of Lemony Snicket.

What is your favorite movie?

Eight and a half.

Do you have a favorite website?

<http://www.shanghaitang.com>

What is your favorite activity?

Hanging out with my two young daughters. And one fun and favorite activity together is going to the library.

What is your earliest memory of a library?

I remember when I was seven I had to do a report on the Turkey Fish, and I got to go to the Adult Section in the library. I was very exciting.

With Kathleen's experience and enthusiasm for the field, it's clear that she'll make a great contribution to our Chapter. Welcome board, Kathleen!

Continued from page 10

the redesign of the old building. On the east end is the Reading Room, which used to hold the magazine collection in the back; and on the west side is the old Reference Room. The third original room still extant is the Children's Library on the fourth floor. The group went back into the old magazine room that now houses the Berkeley History room. Again, visual pleasure greeted us: The Civic Arts Committee held a competition for an artisan to create entry doors to the History Room. Miles Karpilow won that competition and the hand-carved, reticulated doors that mirror the South American motif of the library are luscious indeed. They invite touch and the library has no problem that patrons do. Hand rubbing increases wood's patina over time. It is sumptuous indeed.

The reference desk is in the new building and accommodates up to four reference librarians across a broad work area. Public access computers are available next to the reference area and the usual public library issues surround their use: patron complaints about content, inconsiderate users, and the like. The good news is that from the second floor reference area, visitors can look down through a light well opening in the center of the room to the first floor information desk. Here again, the planners combined aesthetic and practical considerations. Not only did I feel a sense of unity with the building, for you can look at multiple floors from this vantage point, but I also felt connected to the people in the building and to the collections it holds.

The end of our tour took us behind the scenes where we walked through the Bancroft Building, the office space added behind the main building. Sayre expressed pleasure that she no longer had to share a desk with a co-worker. However, as she pointed out, for every gain there is a loss. In the past (and more especially while the library was in its three-year, temporary quarters), staff was piled on top of each other and workers saw each other all the time. This cramped and difficult situation created a tight sense of community. Now, however, staff is spread throughout five floors of the conjoined building. Workers are grouped by specialty and, while each person has their own station, the former cohesion

among the workers has been lessened.

Apparently, however, no one is complaining. Certainly not me, as I left the building, turned around, and looked back at the warm wall of light from the outside. What an accomplishment!

Note: For photographs of the exterior and interior of the new building, as well as a description of the architectural construction process, see the following article from ArchNewsNow.

Modern Moderne: Berkeley Public Library Renovation and Expansion by Ripley/BOORA Associated





The SF Bay Region Professional Development Committee Presents

Lies, Damned Lies and the Internet

Intentionally misleading or erroneous information on the Web can wreak havoc on your health, finances, business decisions, privacy, online purchases, legal affairs and more. The breadth and significance of this growing problem for Internet users are finally being explored. If you depend on the integrity of online information sources, you'll probably want to attend this seminar.

Join **Anne Mintz** in reviewing:

- < Web sites that are intentionally misleading
- < How to evaluate a Web site
- < Countermeasures and where to go for help

Anne Mintz is the director of knowledge management at Forbes Inc. in New York, and is the editor of the recently published Web of Deception: Misinformation on the Internet. She spends a lot of time these days looking at Web sites that have misleading information and unstated agendas.

Date: Thursday, November 7, 2002

Time: Registration: 9:00 to 9:30 am
Program: 9:30 to 12:30

Place: San Francisco Main Library
Latino Hispanic Room
100 Larkin Street
San Francisco, CA

Cost: SLA members: \$35;
Non-members: \$45
Students/Not
Employed: \$15
Morning refreshments
will be served

For transportation directions, see: http://sfpl4.sfpl.org/INFDIR/IS_directions.htm

Mail your reservations **NOW** to: Debbie Jan, Public Health Library, UC Berkeley, 42 Warren Hall,
#7360, Berkeley, CA 94720-7360 (510-642-2511) Deadline for reservations: **Friday, November 1.**

PLEASE NOTE: Prepayment is strongly encouraged.

Name: _____ Telephone: _____ SLA Member: _____
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Check enclosed for: \$ _____ Please make all checks payable to: **SF Bay Region Chapter, SLA**
Are you or your employer paying for your attendance at this program?

Move over, Google Searchers - QandAcafe is here

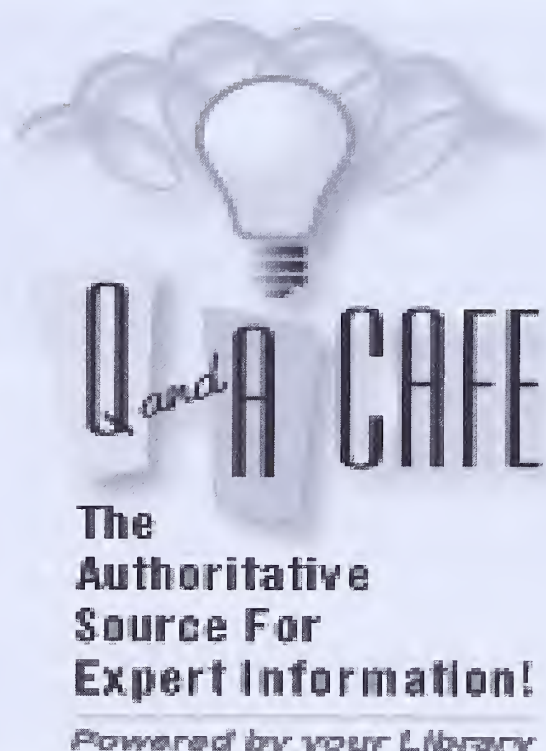
By Mary Beth Train

For the past year public, academic, and special librarians have cooperated to answer questions from the public, including students at Cal State Monterey Bay and San Jose State, in real time over the Internet. Local reference librarians run the QandAcafe from their respective libraries, via web call center software. To answer questions, librarians guide users through information searches, display Web pages, send documents from library databases, and suggest other sources of information. The service is free. The site is www.qandacafe.com or www.qandacafe.org.

On October 1, the QandAcafe combined with Southern California's 24/7 Reference. As a result, Northern and Southern California librarians are available 24/7 to serve 37% of California's population. The plan is for this service to be made available to all Californians.

About 30% of QandAcafe's questions are from business people and authors. Librarians have answered questions like the number of pet owners in San Mateo County, the number of people working in Pleasanton, import-export and market share statistics, and sources of CAD software and PERL language. Some of our business patrons have come from banks, tech companies, and government agencies.

During the school year, the librarians get many homework questions. To further help students, QandAcafe has free on-line tutors Monday through Thursday 4 – 8pm. Tutors can walk students through problems in math, science, English, and social studies. In addition to all the features of the QandAcafe software, tutors and students have a whiteboard they can share together. Students must have Shockwave downloaded onto their computer to utilize this service.

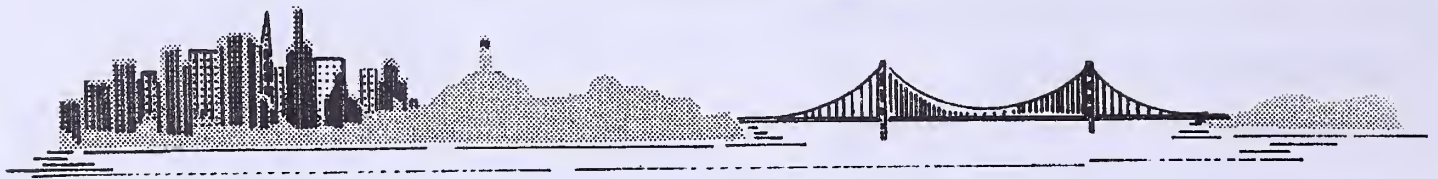


Howard Fuller, librarian at the Stanford Health Library, answers medical questions from the public from QandAcafe's home page Tuesday and Wednesday from 2:00 – 4:30. The Stanford Health Library also answers medical questions via email. During the weekdays, there are expert librarians specializing in law, medicine, art, and education who will take sessions transferred to them real time by librarians, when the librarians determine that the patron would be better served by an expert.

If you're not satisfied with the service, or if you have any comments, please email me at qandacafe@ix.netcom.com. That email address is on every page. I hope to hear from you soon!

(BTW, QandAcafe librarians use the Google search engine a lot, so we don't want Google to move away - just over!)

Contact Mary Beth Train, QandAcafe
Coordinator, at 408-294-7334



SLA-SF November Meeting

Getting From Here to There: The Future of Public Transportation in the Bay Area

One year ago, the Metropolitan Transportation Commission (MTC) completed its 25 year Regional Transportation Plan. The Bay Area Transportation system reflects the dynamic and diverse environment of its nine-county region. Therese McMillan will highlight the MTC recently adopted long range plan, newly emerging projects and programs, and upcoming opportunities and challenges that will shape the mobility future for Bay Area residents.

Speaker: Therese W. McMillan, Deputy Director, Metropolitan Transportation Commission

Sponsors: Advanced Information Management, Certified Employment, Taylor & Associates

Raffle sponsored by Endymion, Inc.

Date: Wednesday, November 20, 2002

Time: 6:00pm – 6:30 social

6:30 – 7:15 dinner

7:15 – 7:30 announcements

7:30 – 8:15 program

8:15 – 8:30 questions, farewells

Place: Anna's Jazz Bistro

1801 University Avenue (at Grant), Berkeley

From the Downtown Berkeley BART,

go North two blocks to University, then turn left

and go four blocks West (towards the bay)

The cross street is Grant; free, available street parking

Cost: SLA members - \$30.00

Non members - \$35.00

Students, Retirees,

Unemployed - \$22.50

Program only - \$15.00

Prices include tax and gratuity

Please sign up by 11/10/2002. Send checks and contact for questions: **Lincoln Cushing, Institute of Industrial Relations, UC Berkeley, 2521 Channing Way #5555, Berkeley, CA 94720** (510)-642-1056 , lcushing@library.berkeley.edu. This event is included in the subscription price and subscribers are on the list automatically. Please make checks payable to SF-Bay Region Chapter, SLA

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More SLA Events

SLA- SF Chapter's Tour of The Presidio Trust Library

By Barbara Janis

On a balmy evening in September the Presidio Trust Library hosted a tour sponsored by the San Francisco Bay Region Chapter of the Special Library Association. Thirty of our members gathered in the small Trust library to chat and enjoy refreshments. The model of George Lucas' proposed Letterman Digital Arts Center drew much interest. But the highlight of the evening was the shuttle bus tour narrated by historian **Randy Delehanty**. His knowledge and humor captivated his audience as he described the historic events that have occurred here and pointed out the historically significant buildings and the Trust's plans for their rehabilitation, preservation, and future use in the park.

The first stop was the Golden Gate National Recreation Area's Park Archives, which is housed in a former cavalry stable. Park Archivist, **Susan Ewing-Haley**, spoke at length about her collection. The archives include materials that document all areas and facets of the Golden Gate. Thus, it is broader than the collection at the Trust Library, where documents are specific to Presidio environmental remediation and current Trust planning efforts.

The Presidio is a remarkable place. Its history dates back to the early explorers. Three flags have flown from the Main Post parade ground: Spanish, Mexican, and the stars and stripes. Archeologists on staff monitor current excavations and continually locate new sites of interest of the



Presidio's first inhabitants, the Ohlone Indians. Presidio geography is rich as well including marshes, a lake, a spring that inspired Indian fertility lore. And then there's the Army tenure. War treaties have been signed here. Historic buildings housed generals, sutlers, enlisted men and officers. A log cabin, a movie theatre, pet cemetery, a fort within a fort, hospitals, chapels, gun batteries and barracks all speak to military activities as well as the community life their stay engendered.

I want to invite all attendees to return and explore at your leisure. I hope that this short description has ignited interest in those unable to attend the tour. Much credit for the tour's success rests with **Terry Richards** who coordinated it all with aplomb.



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Palm Springs. Contact: Information Today, Inc., (609) 654-6266.

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Lies, Damned Lies and the Internet
SLA-SF Professional Development Program
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Mail reservations to:
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UC Berkeley, 42 Warren Hall
#7360,
Berkeley, CA 94720-7360

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Getting from Here to There: The Future of Public Transportation in the Bay Area
SLA-SF Dinner Meeting
6:00p.m.
Anna's Jazz Bistro, Berkeley
Contact:
Lincoln Cushing
510-642-1056
lcushing@library.berkeley.edu

*To list an event contact
Lauri Flynn at 415-433-1940
or LFlynn@littler.com
Calendar events are
updated bi-weekly at:
<http://www.sims.berkeley.edu/sfsla/>*

december.....

11

Safeguarding Our Patrons' Privacy: What Every Librarian Needs to Know About the USA PATRIOT Act & Related Anti-Terrorism Measures
SLA Virtual Seminar
12:00-3:00 p.m. EST.:
For more information, see
<http://www.arl.org/patriot/index.html>
Register at <http://db.arl.org/patriot/default.html>

january.....

23-25

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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

January/February 2003
Volume 73 Number 3

President's message from Tamara Horacek

.....



Welcome to the new year! I can't believe it is January already. I hope that each of you enjoyed the holidays.

It has been a great year so far for our chapter. Our November dinner meeting was a sellout. **Jaye Lapachet** and her program committee brought us a wonderful evening with **Therese McMillan**, the deputy director of Metropolitan Transportation Commission. Therese energetically engaged the crowd with an interesting and sometimes foreboding presentation outlining upcoming opportunities and challenges that will shape the mobility future for Bay Area residents. Thanks to **Lincoln Cushing's** efforts, the meeting was held at new venue for us, the charming Anna's Jazz Bistro in Berkeley.

November was a busy month for us. Thanks to **Gina Castro** and her Professional Development committee for bringing us **Anne Mintz** and her program event "Lies, Damned Lies and the Internet." Anne presented numerous techniques and methods for applying critical thinking when evaluating internet resources.

Speaking of professional development, it is not too late to join their committee. If you are interested in creating professional development opportunities for your colleagues, please give Gina or myself a call. If you have any interests in other committees, be sure to let **Beth Graham** know. She will be starting her recruitment efforts for the 2003-2004 year very soon. Volunteering

Continued on page 5

inside...

- Find out what happened at the latest Chapter meetings, page 7 & 9.
- Catch up on the latest Chapter gossip, page 11.

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From the editor's desktop...



It's still the holidays until I take off the hat...

It would be disingenuous of me to write a truly informed column when I have been so seldom seen at Chapter functions recently... I almost feel like a member of that *other* SLA, issuing communiqués from some undisclosed location (and as a loyal employee of the Hearst Corporation, I will be so disappointed if we change our name...)

So that will be my New Year's resolution, to *get with my people*, to eat with Special Librarians, *think* like them, *walk among them*... and even as I write this I am writing my check and mailing in the for slip for our next Chapter meeting (this January 30th, cosponsored with Baynet, a panel on Internet search engines, see page 13).

I hate making editorial decisions that involve leaving anything out, but there wasn't room for the August Advisory Council Meeting minutes, supplied by **Bonnie Willdorf**, in the printed version. I will include them in the online version. Hope this doesn't dissuade anyone from submitting material, by basic policy is still All the News that fits...

Copy Deadlines for 2003

March/April	February 3
May/June	April 4

Email copy to scooney@sfbchronicle.com.
Telephone: (415) 701-0781. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

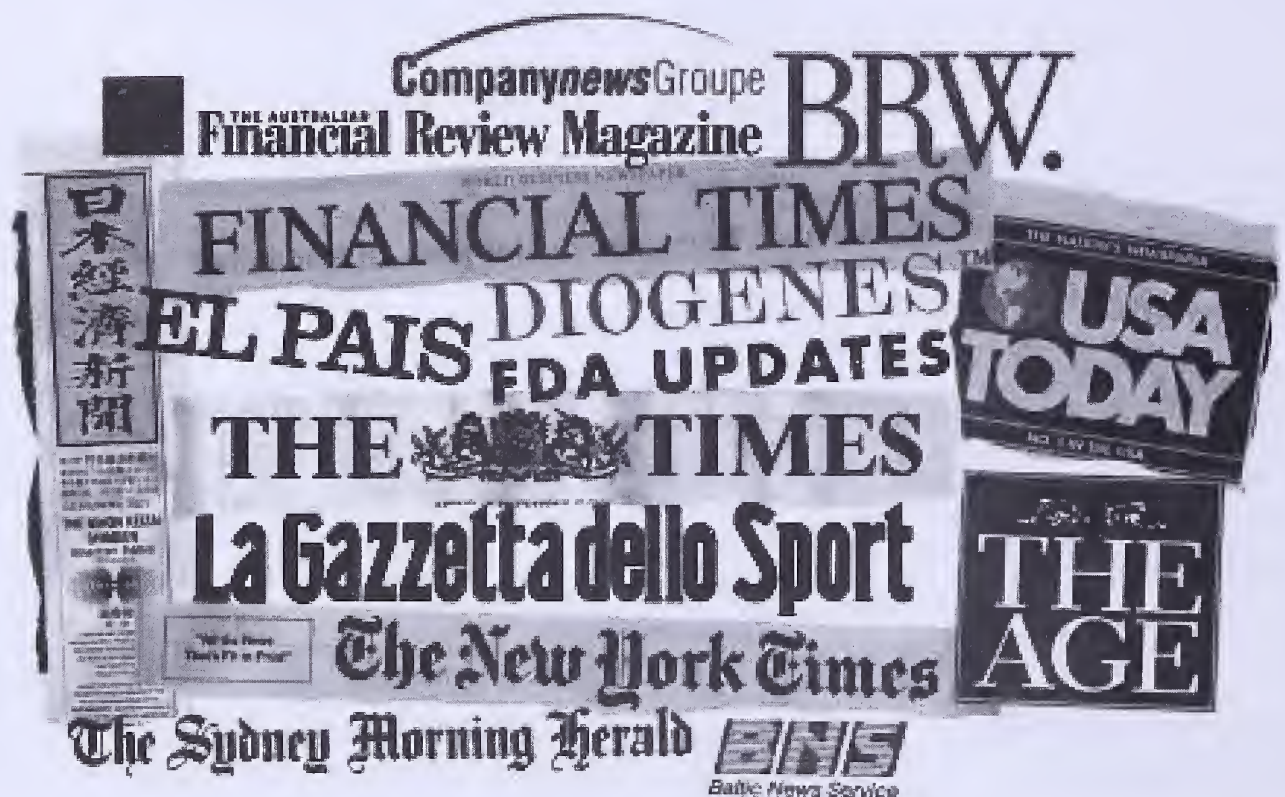
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As I write this I am looking forward to the December SLA co-sponsored satellite conference "Safeguarding our Patrons' Privacy: What Every Librarian Needs to Know about the USA Patriot Act & Related Anti-Terrorism Measures." Our chapter is co-sponsoring a local site with NOCALL. Thanks to **Karin Zilla** for single-handedly organizing this event for us.

Our upcoming January dinner meeting "What's Hot and Not Google" promises even more opportunities for networking, as well as bringing you an interesting panel of search engine speakers. We will be co-sponsoring this event with BayNet. Be sure to join us!

I wanted to take a moment to thank three of our regular sponsors, Advanced Information Management, Certified Employment Group, and Taylor & Associates. All three of these sponsors have stayed with us through thick and thin. They have sponsored our dinner meetings for many years, and continue to provide our chapter with additional support and resources on a regular basis. Check out their advertisements in this issue for more information about each of them.

There are a number of behind the scenes activities happening as well. **Rita Evans** is hard at work on our membership survey, the results of which will help us strategically plan our services and events. **Nick Robinson** is working towards enhancing our website and **Nancy Adams** is slaving away on our year end financial reports.

Beth Graham and I will be traveling to New Orleans this month to attend the SLA 2003 Winter Meeting on January 22-25, 2003. This year's winter conference promises to be an interesting event. A number of very important issues for the Association's future will be on the agenda in New Orleans. Among those issues are a rebranding effort, a possible name change for the Association; revision of our current mission and vision statements; and how to align our new bylaws at the unit

level. For further information about these topics and the Winter meeting, please visit

<http://www.sla.org/content/leadership/resource/wintermeet/2003wintermtg/index.cfm>

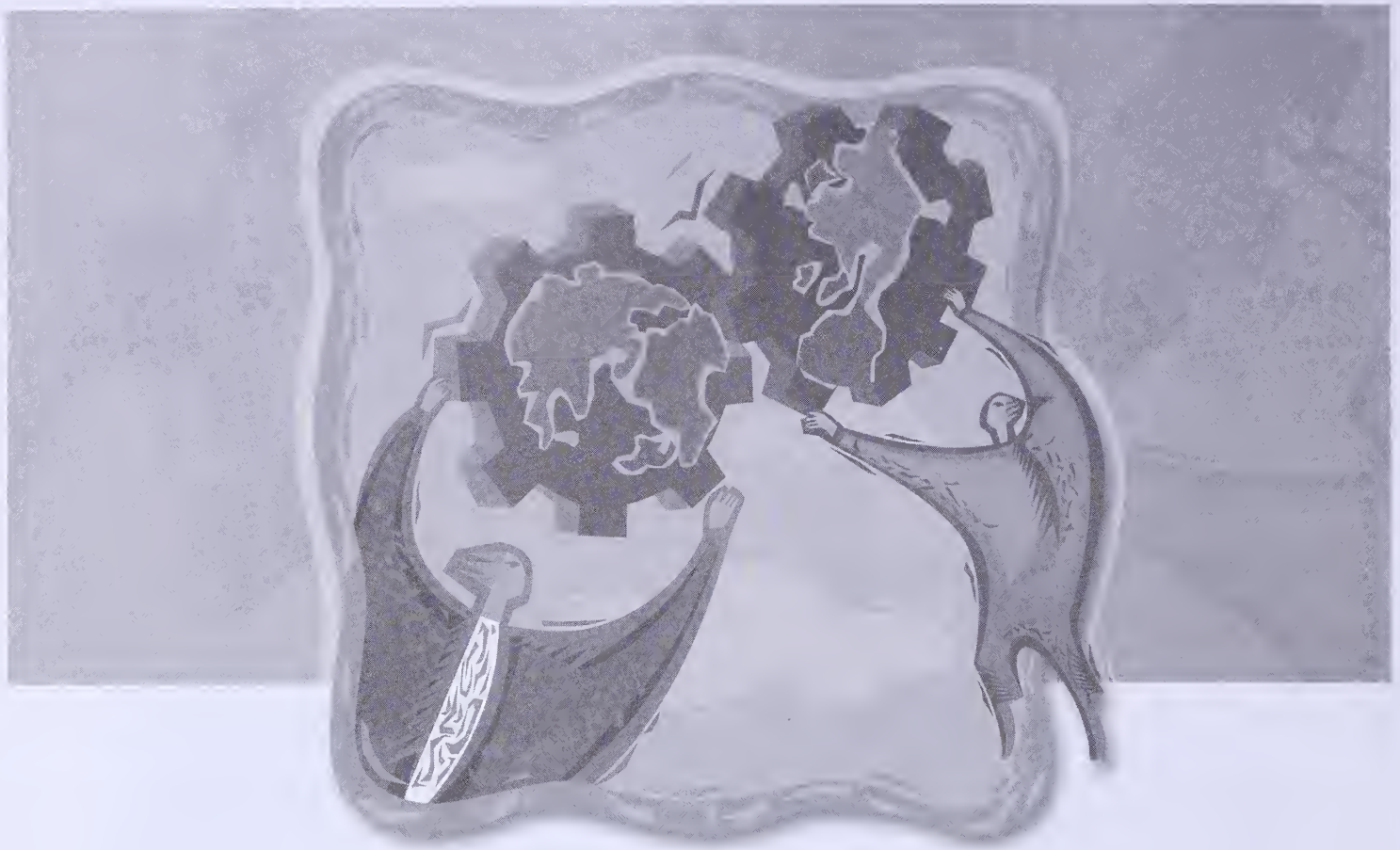
These issues could have an impact on each of us, so we want to encourage you to talk to your leaders. You can contact either Beth or myself directly, or feel free to contact anyone on the Board of Directors including our own members **Bill Fisher**, **Cynthia Hill**, and **Richard Geiger**.

Lastly, thanks to all of the unsung heroes that make our chapter so successful. For a complete list of our Advisory Council and Executive Board, be sure to see page two of this newsletter.

Tamara Horacek
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Karin Zilla sends greetings from her trip to Las Vegas, where your humble Editor got his start...



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The right answer, right away

GSI is also pleased to announce the appointment of a consultant who will facilitate communications between GSI and SLA, its local chapters and the law librarian community at large.

Mary Shockleton
Special Library Relations

Ms. Shockleton, admitted to the Indiana bar in 1988, has over ten years of experience conducting SEC research at major law firms in Washington, D.C. and New York. She received her B.A. in Communications from Perdue University (West Lafayette), a J.D. from Indiana University (Bloomington) and an M.I.L.S. from the University of Michigan (Ann Arbor).
mshockleton@gsionline.com

SLA Events Update

.....

SLA SF Chapter Professional Development Workshop – “Lies, Damned Lies, and the Internet”, November 7, 2002

by Cynthia Bennington

What do Martin Luther King, the Kennewick Man, and the World Trade Organization all have in common? They are all subjects of misleading Web sites with hidden agendas. How can the average user avoid getting fooled by such sites? As the attendees at the recent Professional Development workshop, “Lies, Damned Lies, and the Internet,” learned, it takes a lot of diligent effort. **Anne Mintz**, Director of Knowledge Management at Forbes, Inc., led this very thought-provoking session that examined evaluation tools and ended with a lively discussion on the potential dangers of misinformation in all its forms.

Like most of the attendees, I thought I had a pretty good handle on how to evaluate Web sites for quality, accuracy, and reliability. Indeed, when Anne opened the session by asking us what criteria we all use to evaluate Web sites, we came up with what is probably the standard laundry list of issues: Who does the site belong to? How current is it? Do they even tell you when it was last updated? Is the site well-designed and well-written? Is it free of grammatical and spelling errors? Is there a stated agenda? What sites does it link to or what sites link to it?

However, as Anne demonstrated through only a few examples, even these issues require closer examination to fully comprehend a site's reliability. Starting with www.martinlutherking.org, Anne demonstrated how Web designers can use innocuous site design and language that initially allow a site to pass our reliability tests and hide its true agenda. The home page of this site looks credible with only one questionable link heading to tip off a user that it isn't what one might think. As one moves through the site, the user finds documented information about King mixed in with white supremacist propaganda done in a way that a user with little information about King to begin with (i.e., a young person doing a school project) might not be

able to distinguish fact from fiction. Only after extensive digging does one find the webmaster's mission statement espousing his supremacist agenda.

Other more sophisticated examples demonstrated how much a knowledgeable Web designer can get away with. For instance, compare www.wto.org with www.gatt.org. The first is the legitimate Web site for the World Trade Organization. The second is a very close copy but with interesting uses of the words ‘cartel’ and ‘profit’. The GATT.org site is in fact an extremely subtle and sophisticated effort by a group that has an anti-world trade agenda. Furthermore, on researching who the site is registered to, one finds only an individual's name with an address determined to be a fake using the US Postal Service's zip code finder.

In addition to the evaluative questions listed above, Anne recommended the following sites to help users find out more about a Web site:

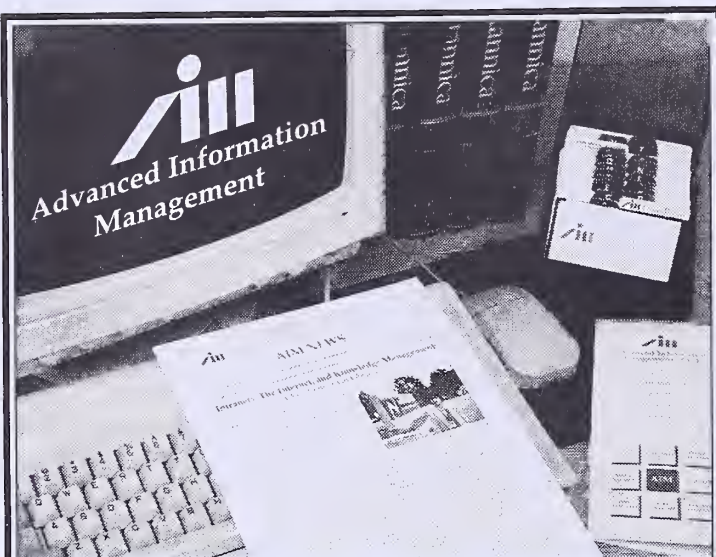
www.register.com – look up site registration information

www.netsol.com/cgi-bin/whois/whois - another site for checking registration

www.scambusters.com – for checking urban legends

www.guidestar.org – look up IRS 990 forms filed by non-profit organizations to see if the group really exists and conducts legitimate activities (i.e., does it generate revenue and expenditures?)

As for solutions to this problem, Anne freely admitted that remedies are difficult. For one, although tactics used by some of these groups seem purposefully deceptive, their message may be protected by the First Amendment. For users, constant critical analysis seems mandatory as is continued education and training of groups like ours. Additionally, that training should be extended to educators who may be directing their students to the internet for research.



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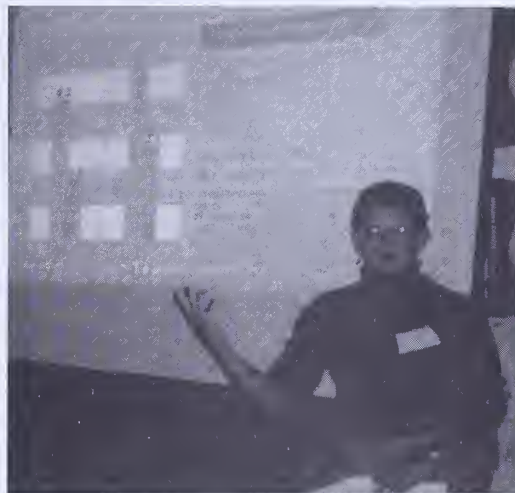
.....

SLA- SF Chapter's November Meeting: Getting From Here to There with Therese W. McMillan of the Metropolitan Transportation Commission

By Tasha Bergson-Michelson

Therese W. McMillan, the Deputy Director of the Metropolitan Transportation Commission (MTC) was our speaker at the November 20 dinner meeting. The fifty-nine attendees learned about why our commutes are so congested, and why they are not destined to improve any time soon.

Ms. McMillan spoke to us about transportation and land use in the Bay Area. This topic is particularly compelling, as the Commission expects radical population growth in areas not traditionally considered part of the Bay Area, such as Mendocino and Monterey counties. These areas are now metamorphosing into bedroom communities for San Francisco and Silicon Valley. Although there are 23 major public transit operations in the Bay Area region, neither public transportation nor existing roads are prepared to handle either the explosive population growth in the extended region or the increased length of commutes. Furthermore, 74 percent of the transportation budget for the region is earmarked for simply maintaining the systems we have, leaving just 23 percent for expansion and three percent to cover miscellaneous costs.



In response to these challenges, the MTC is promoting the "Transportation for Livable Communities" and "Smart Growth Project" initiatives, which work with communities to plan public transportation options that are accessible from high-density housing and promote networks of neighborhoods close to places of employment in order to shorten commutes.

One piece of good news for those of us stuck with long or congested commutes is that, as of December 6, there will be a nationwide traffic information service. Simply call "511" for local traffic information.

Many thanks to **Jaye Lapachet** of the Program Committee and **Lincoln Cushing** of the Hospitality Committee for their efforts in securing Anna's Jazz Bistro in Berkeley, a cozy location for the meeting, and the very informative speaker.



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Kaleidoscope

.....

by Elyse Eisner

Dan Cunningham, Reference Librarian at Crosby Heafey, informs us that Crosby Heafey has agreed to merge with top 50 law firm Reed Smith, effective January 1, 2000. The combined firm will be one of the 20 largest law firms in the world, and will be called Reed Smith Crosby Heafey for the next year in California, after which it will be Reed Smith.

Dan's also been busy away from the job as a singer/guitarist in the newly-formed Dave Matthews Blues Band (no, not THE Dave Matthews). The band recently performed on a webcast and will be coming to clubs in the East Bay and San Francisco soon. Dan has a website for family and friends at <http://hambonjr.home.netcom.com>, where he'll be posting upcoming performances. The website also has pictures of recent travels, including a two month trip in a rented motor home to the Maine Coast and back across Canada.

Carrie Barclay sadly announces that she will be laid off from Elan at the end of 2002. Carrie summarizes the all-too-common start-up experience: "I got the full corporate experience beginning with Elan's start-up corporate culture, to high hopes and high stock, to stock crash, and then layoffs." While she's looking for work, Carrie will spend time playing and perhaps performing on her bassoon and guitar.

Tim DeWolf, Research Librarian at the Federal Reserve Bank of San Francisco and onetime Explorer Scout, reconnected with his hiking buddies of some forty years ago for a geezer Sierra hike down memory lane. If you'd like to see what Tim looked like 40 years ago, or read the article about the reunion that appeared in the Hanford *Sentinel*, visit Tim's webpage at <http://www.tdewolf.net/>. The slides are pretty nice, too.

Palm Springs news: **Camille Reynolds** spoke on an Internet Librarian panel called "Future Packag-



ing: Customized Information Wrapping." Her presentation, "Packaging on a Shoestring: Creating value-added deliverables in a weak Economy," focused on using existing office technologies to create value-added research deliverables to endusers. You can view Camille's presentation at

<http://www.infotoday.com/il2002/presentations/default.htm>.

Scroll down to Session B303; hers is the 2nd Powerpoint. **Richard Geiger** also was a panelist at IL, speaking on digital rights management. He also moderated there too. And then he went on to serve as a moderator at the KMWorld/Intranets conference in Santa Clara.

The Foundation Center-San Francisco is celebrating its 25th anniversary on December 1. The Center's mission is to support and improve philanthropy by promoting public understanding of the field and helping grantseekers succeed. The Center's San Francisco library/learning center, under the direction of Chapter member **Janet Camarena**, serves more than 10,000 visitors annually. For more information about the Center, visit www.fdncenter.org/sanfrancisco.

Or contact Janet at jfc@fdncenter.org.

Continued on page 12

Sweet Adeline **Angie Brunton** attended the Sweet Adelines International annual convention, where her chorus, Pacific Empire, placed twelfth! While there, Angie also had a chance to have brunch with an old college friend who lives near Nashville. With fellow mystery-lover **Marie Tilson**, Angie attended the Bouchercon World Mystery Convention in Austin, Texas, in October, where they had a chance to meet lots of new authors and got lots of new books.

Marin reporter **Diane Rosenberger** reports: The SLA Marin/Sonoma dining group gathered on November 12 and enjoyed a good meal at the newly opened Avance in San Rafael. The group had eaten at the same place in 2000 when it was called Kasbah. Next meeting is planned for late January in Novato and new participants are always welcome.

Debbie Jan has been promoted to head of the Public Health library at UCB. Debbie has been acting head for a while, but now it's official.

Redwood Health Librarian **Eris Weaver** is back in school, working on a masters in Public Health at UCB.

Lynn Dix participated this past summer in the Stanford University Library's project to digitize documents of the General Agreement on Tariff & Trade organization, which became the WTO in 1994. The GATT archive consists of Registry Files, Director General papers, etc. from 1947-1994. Lynn is also serving as webmaster for the International Information Exchange Caucus (KIIE) of SLA, which fosters engagement of librarians from developing and developed countries around the globe. If you are interested in international activities affecting librarians here and abroad, visit the Caucus website at <http://www.sla.org/caucus/kiie/>.

*Don't make me beg; send your news items to
Elyse Eisner at eeisner@taylorlib.com*

The SLA - SF Electronic Discussion List: Join the Discussion

By Deborah Hunt

Communication among San Francisco Bay Region Chapter members is easy due to SLA-SF, the Chapter's electronic discussion list. SLA-SF is provided by the Chapter and allows its members to communicate by sending a single email message announcements of Chapter-related activities and programs, and news of general interest to the Chapter community. The discussion list is also an excellent way to give and solicit support for difficult reference questions and interlibrary loan requests that are local in nature. And, true to its name, the discussion list is also a means of conducting electronic discussions about issues and topics related to the profession. The list is active, but won't fill your email inbox to overflowing.

In contrast to the SLA-SF discussion list, Chapter members do not have to subscribe to the email reflector in order to receive official Chapter announcements. The reflector is maintained by **Linda Yamamoto**, who automatically adds to the reflector the email address of any Chapter member whose entry in the SLA membership database includes an email address.

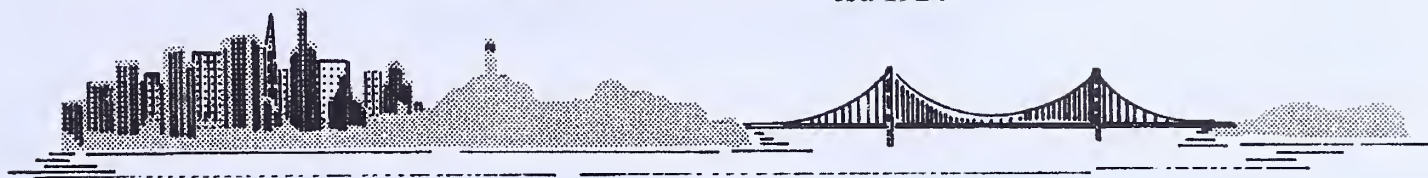
The simple directions to subscribe to SLA-SF, as well as the list guidelines, are posted at:

**[http://sims.berkeley.edu/sfsla/organiza/
disc_list.html](http://sims.berkeley.edu/sfsla/organiza/disc_list.html)**

If you are not sure you are subscribed to the list or you need assistance, you can email Debbie Hunt at

dhunt@exploratorium.edu





The SLA SF Bay Region Chapter and BayNet Present
Search Engine Panel
What's Hot (and Not Google)

Can Google be challenged? Find out what strategies these popular search engine companies are using to take on that powerhouse and what competitive efforts are planned for the future. Speakers are:

- Teoma/Ask Jeeves -- **Michael Ferguson**, Director of User Experience Evolution
- AlltheWeb/FAST -- **Torbjorn Kanestrom**, Vice President of Business Development
- SurfWax -- **Tom Holt**, Chief Executive Officer

Date: Thursday, January 30, 2002

Cost: SLA/BayNet members: \$30

Time: 5:30 – 6:30 Social Hour/no-host bar

Non-members: \$40

6:30 - 7:15 Dinner

Students/Unemployed: \$22.50

7:15 - 8:30 Announcements & Program

Program only: \$15

Place: The Atrium Restaurant, 101 California St. (415) 788-4101, San Francisco

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NEW DIRECTORY PROCEDURE PROPOSAL

With the addition of the New "Who's Who Online Membership Directory" page to the SLA HQ's web site we would like to propose some changes to our current directory procedure.

The Who's Who page presents an up-to-date listing of all SLA members. This database is fully searchable (by Name, Company, E-mail address, City, State, Country, Chapter [unit], and committee, or any combination of these) and output may be formatted in a variety of ways ("Printer Friendly", Excel, PDF or comma delimited).

We propose the discontinuation of the directory in its current printed form. A link could be added to our chapter website pointing people to the Who's Who page. Those who feel they must have a printed directory would be able to print their own in any desired format with custom search parameters. Alternately, the Directory committee could produce a print-on-demand (POD) version tailored to the individual's needs. We have access to the equipment necessary to produce such directories.

The cost of printing is continuing to rise and corporate sponsorship is falling off. Shipping costs are also rising. Printing and shipping a directory to all chapter members would cost the San Francisco chapter approximately \$4,000 this year. There is a feeling that this money could be put to a better use.

With the current job market many people seem to be changing jobs often. This makes the printed directory out-of-date, in many cases before it is in the member's hands. The Who's Who page alleviates this problem, provided members update their information with Headquarters. This is now easier than it has been in the past and can be done via HQ's website, by phone or in writing.

With the addition of the Who's Who to the SLA's resources has made the printing of directories redundant and wasteful unless there is a specific need. I feel this need can be adequately addressed by POD directories and at great savings to the chapter. Indeed, POD directories may even generate a small income.

Bruce Thomas, Directory Chair
San Francisco Bay Region Chapter, SLA
June 27, 2002

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Calendar

january

14

BJ Fogg on "Web Credibility"
Microsoft Corporation in
Mountain View
5:30 —8:30 PM

23-25

2003 SLA Winter Meeting
New Orleans, Louisiana, USA
Contact Linda Broussard
linda@sla.org,
tel. 202-939-3682,
fax 202-232-9341.

30

SLA/BayNet Dinner Meeting
Search Engine Panel
What's Hot (and Not Google)
The Atrium, 101 California St.
San Francisco
5:30-8:30 PM

february

20

Clifford Lunch, Director of the
Coalition for Networked Informa-
tion, San Mateo
6:00-9:00 PM

march

13-15

Life in the Fast Lane: NOCALL Spring
Workshop & All-California Joint
Institute, San Luis Obispo, CA

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Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

March/April 2003
Volume 73 Number 4

President's message from Tamara Horacek

.....

Welcome to the March/April issue of the Bayline! As I write this column, I find myself looking forward to a number of very exciting SLA events while mulling over a lovely meal. I've just come from our joint January dinner meeting, which was a wonderful success. Thanks to the efforts of **Lauri Flynn**, **Bruce Thomas**, and the Program and Hospitality committees, we were treated to an evening of networking and interesting speakers. Representatives from Teoma, AlltheWeb, and SurfWax shared their visions for their future of internet searching. The event was co-sponsored by BayNet. And yes, I had to share the microphone with **Richard Geiger**, the current president of BayNet, as well as SLA Treasurer for our own Association.



Bill Fisher, SLA President and **Cindy Hill**, SLA President-Elect were on hand to meet and greet our members, as was **Doris Helfer**, candidate for SLA President-Elect.

Our Program committee is proving to be unstoppable, and I am looking forward to our March 26th dinner meeting in Oakland, featuring a representative from KFOG. Our annual and ever popular Neighborhood Dinner Meetings will be held on April 10th. And to finish off the year with style and grace, **Karin Zilla** is preparing a very special evening event at the Culinary Academy with Phil Bronstein on May 16th. We are pleased to be co-hosting this event with our sister San Andreas Chapter, so I hope to see many of you there!

Continued on page 5

inside...

- Find out what happened at the latest Chapter meetings, page 7.
- Read about how the USA PATRIOT Act affects you, page 9.
- Catch up on the latest Chapter gossip, page 11.
- Meet the Chapter's newest members, page 14.
- Peruse the minutes of the latest Chapter Executive Board meeting, page 23.

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January • February 2003
Volume 73 Number 3

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From the editor's desktop...



I would like to propose a moratorium on the word 'branding', except when referring to livestock and hot irons. It's fine that people who try to sell you things you don't need have their own special language, but as an 'information professional' I prefer to leave the marketing jargon to the marketers.

Rita Evans has the dope on a somewhat more sinister piece of doubletalk, the USA PATRIOT Act, in her report on December's seminar co-sponsored by the SLA. As was pointed out, while public and university librarians are the most obvious targets, the legislation makes no distinction between public and private institutions, so no library is immune. Her article and guide to resources starts on page 9.

We have a fairly large issue this time. **Sarah Cervinski** introduces and interviews our newest members, and it's nice to see there are a few of them - welcome to **Vera Giles, Joshua Richardson, Hai Nguyen, Jack Stephens, and Nancy Kho**. And **Marlene Vogelsang** sent so many photos to accompany **Claudia Fenelon's** report on January's Chapter dinner meeting that I just couldn't resist including them all. Keep the copy coming, folks...

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As always, thanks are owed to our regular meeting sponsors Certified Employment Group, Advanced Information Management, and Taylor & Associates. Check out their advertisements in this issue for additional information.

I am looking forward to our February 28th Virtual Reference Seminar brought to us by **Gina Castro** and her professional development team and co-sponsored by BayNet. **Terry Richards** and her Tours committee have planned a tour of CBS MarketWatch. This will be their third tour this year. My thanks to everyone for all of their hard work on these events!

Nick Robinson continues to update our chapter web page at <http://www.sims.berkeley.edu/sfsla/>. The most recent addition, which I am very pleased about, includes a page dedicated to the winners of our Professional Achievement Award for 1991-2002. In addition, Nick has posted instructions and cover art for printing out our chapter membership directory.

Speaking of professional achievement, **Maggie O'Brien** is now accepting nominations for the SLA Chapter Professional Achievement Award. This annual award recognizes a member of our Chapter who has made outstanding contributions both in the Chapter and in the workplace, and in our profession in general. For more information please contact Maggie O'Brien or visit our website.

Thanks to **Angie Brunton** and her Nominating committee, I am able to announce the candidates for our local chapter 2003-2004 Executive Board: **Barbara Janis** is slated for Assistant Director/Program, **Jeffrey Mah** for Treasurer, and **Debbie Hunt** for President-Elect. What a great slate!!

Beth Graham is busy filling her Advisory Council and committee chairs. If you are interested in volunteering for a committee or chair position, please contact Beth for additional information.

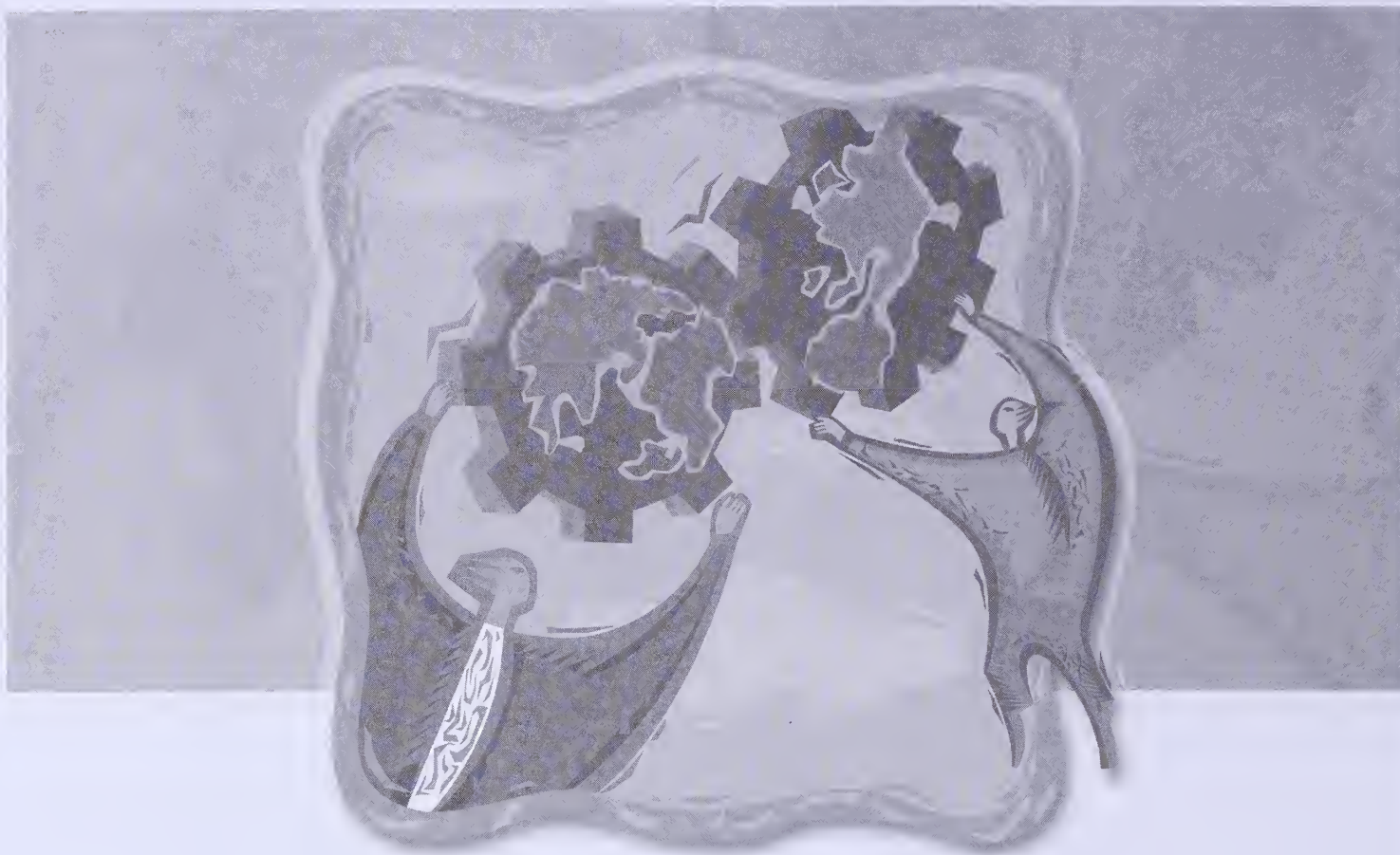
Beth and I had the opportunity to attend the SLA Winter Leadership Summit in January. As an association, we are facing a number of very important issues and challenges this year, among which is a rebranding effort. After several years of investigation, careful consideration, and deliberation, the Branding

Task Force presented Association leaders with a number of documents and recommendations. I encourage each of you to take a look at their documents, posted at <http://www.sla.org/content/leadership/resource/ldi/LeadershipSummit2003>. These documents describe the activities, reasoning, and process the task force has undergone. They also discuss the implications of changing our Association name. Our current Bylaws allow for a change of this kind to carry by a two-thirds vote to be taken at the annual business meeting. If this is an issue that is important for you, I encourage you to attend the June conference in New York and participate in the vote. If you are unable to attend, please be sure to communicate your concerns and preferences to your leaders. This is a very difficult issue for us, being a diverse group to begin with. Look for additional articles about the branding effort in recent issues of Information Outlook Magazine. SLA will also be hosting a discussion board for this topic at www.sla.org. In addition, I invite you to join us on our chapter discussion list for further dialog on this topic.

Another concern that we began to address at the Winter Conference was the revision of our Association's mission and vision statements. In addition, a task force is being formed to draft a Code of Ethics document for our Association. And finally, we began the process of looking at chapter and division governing documents. Over the course of the next year, our chapter will need to undertake a revision of our bylaws in order to bring them in alignment with those of the Association.

Be sure to participate in the Chapter Membership Survey this Spring brought to you by **Rita Evans**, our Strategic Planning Chair. You can also contact any of your chapter leaders directly (see page 2 for contact information) or subscribe to our discussion list maintained by **Debbie Hunt**. Instructions for signing up for the discussion list are available on our website at <http://www.sims.berkeley.edu/sfsla/>. Association leaders are also interested in your feedback. Visit www.sla.org for additional information about Association activities.

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The right answer, right away

GSI is also pleased to announce the appointment of a consultant who will facilitate communications between GSI and SLA, its local chapters and the law librarian community at large.

Mary Shackleton
Special Library Relations

Ms. Shackleton, admitted to the Indiana bar in 1988, has over ten years of experience conducting SEC research at major law firms in Washington, D.C. and New York. She received her B.A. in Communications from Perdue University (West Lafayette), a J.D. from Indiana University (Bloomington) and an M.I.L.S. from the University of Michigan (Ann Arbor).
mshackleton@gsionline.com

SLA Events Update

.....

SLA SF Chapter Search Engine Panel – January 30, 2003 Serious search engines for the Truly Tenacious

by *Claudia Fenelon*

It was a festive gathering at the Atrium Restaurant last week, as SLA and Baynet hosted their annual mixer. There was so much hugging going on, you would think we all had joint membership. After a boisterous round of hellos and drinks, we all settled down to try to remember what we ordered for dinner. yum – salmon, organic chicken, and that fancy napolean layered mushroom entrée all received good reviews. Dinner was fresh, tasty and rich and then came that killer dessert. thank you **Wess Murdough!**

Please ... bring on the speakers.

We all know good research involves more than one source so **Richard Geiger** and **Lauri Flynn** arranged a panel of speakers to share the strengths of their systems.

Torbjorn Kanestrom from www.fastsearch.com described his company and their search engine www.alltheweb.com. Fast is approaching the challenge by using advanced search features to understand the intention of the query and a technology platform that scales to the growth of the web. We won't see ads on this site, but we will find full boolean, language detection, a rank operator and the ability to limit searches to type of database. We will also get current results, organized quickly. Their global customers and partners help support the innovations and we get to play in their "sandbox".

Tom Holt from www.Surf wax.com stepped up next to explain their unique product. Surf wax provides an elegant answer to the need to target multi-source searches. With Surf wax, one can create a subset of sources and apply a search against those sources or use the "searchsets" already created. The ability to create a search, save it and rerun it later has many possibilities. Surf wax also put time into how information is delivered or shared. The ability



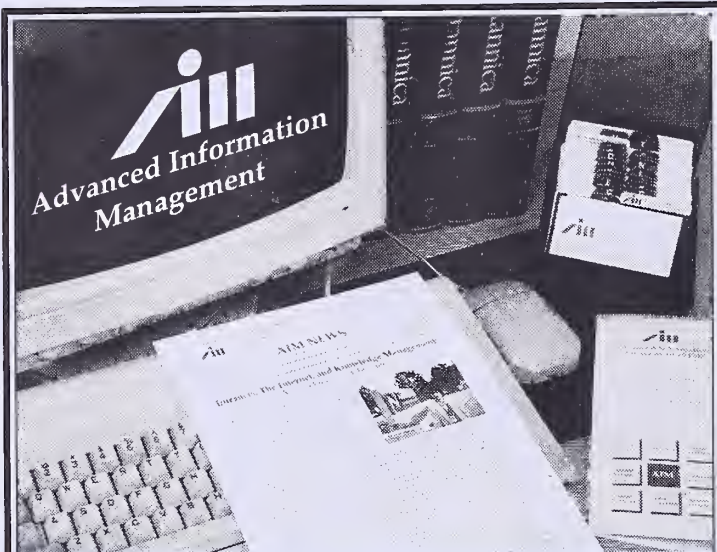
to download and forward to pda's or create collaborative "info cubbies" addresses the multi-site or team environment many of us work in.

And the good ideas just kept coming.

Michael Ferguson from www.askjeeves.com shared his news about Teoma.com. Teoma was bought by AskJeeves in 2001. The beauty of this approach is the authority Teoma can add to a search by understanding subject communities. Since the web is a complex network of communities, it makes sense to find the strength in the inherent organization to help refine the results. The advanced features help focus the results. 2.0 has just been released with a KWIC display.

A serious search involves turning over more than one stone. I'm grateful to our guests for the innovation they bring to these puzzles. The different approaches all support the primary goal of getting to the best results efficiently and being delighted along the way. Thank you all for joining us.

*More photos courtesy of Marlene Vogelsang
on page 22 & 25*



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More SLA Events

USA PATRIOT Act Teleconference Report

by Rita Evans

An FBI agent appears at your library, shows official identification, and asks to see your circulation records. She mentions something about provisions of the USA PATRIOT* Act – what do you do?

If you're like many librarians, you've heard about the USA PATRIOT Act. But you probably don't know much about in detail, and you may be very confused about how it actually applies to you and your library. And that includes how you should respond to an FBI request for information.

To provide much-needed information, SLA and four other library associations sponsored a teleconference in mid-December, "Safeguarding Our Patrons' Privacy: What Every Librarian Needs to Know about the USA PATRIOT Act & Related Anti-Terrorism Measures." Four panelists presented the basics of recent legislation and federal policy decisions and their implications for libraries and librarians.

Attorney Thomas Susman opened the teleconference by outlining key information policy issues since the terrorist attacks of September 11, 2001. In addition to the USA PATRIOT Act, these include changes to FBI guidelines on gathering information; the removal of government information from the web, agencies and libraries; and homeland security legislation.

Susman noted that the USA PATRIOT Act, a lengthy piece of complex legislation that amends more than fifteen different statutes dealing with business records, computer security, immigration, wiretaps and money-laundering, was enacted just one month after the terrorist attacks, a time when the country was experiencing considerable emotional turmoil. Only a single day of hearings were held. Very few congressional staff members, let alone the legislators actually voting on the act, had

*USA PATRIOT stands for "Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism."



The shape of things to come? The logo for the 'Total Information Awareness' program

read the complete text of a bill that gave law enforcement agencies greater authority to conduct searches.

Susman described three portions of particular concern to librarians:

- Business records
- Computer trespasser exception
- Trap and trace

The business records provision is of most concern to many librarians. Under this provision, the secret Foreign Intelligence Surveillance Act (FISA) Court can issue orders for the seizure of any business records, including all library records. Since "business records" is not defined, we can assume that the FBI will apply it very broadly.

While the act specifically forbids investigation of citizens based solely on the basis of First Amendment activities, specifics of court orders and institutions' responses must be kept secret. A secret court issuing orders regarding undefined business records and legislation mandating secrecy in responses is

Continued on page 12

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Kaleidoscope

by Elyse Eisner

After successfully avoiding cataloging during her 20+ years in libraries, **Maggie O'Brien** finds herself knee-deep in MARC and, surprisingly, enjoying it! For the past several months, Maggie has been working with **Marlene Vogelsang** at the PG&E Energy Center assisting with the implementation and data clean-up of its new online public access catalog. Marlene is excited to be graduating to a web-based OPAC (EOS International's Q series) from her previous DOS-based system and happy not to be typing cards anymore (Maggie seconds that!). The catalog, which launched in January, is available to the public via the Energy Resource Center's website (www.pge.com/pec/resourcecenter). Marlene can be contacted at 415-973-7206 or mxv6@pge.com. You can reach Maggie at 415-972-5926 or maggieob@hotmail.com

Glenn London, Sales Rep in DIALOG's Intelligence Data Division, is the proud dad of Ryan London, who hails from Kazakhstan. Ryan just turned 8, and has begun school at the Harvey Milk Civil Rights Academy. He is exploring and enjoying his new life in San Francisco. Glenn is willing to share his experience with and insights into the adoption process with anyone who is interested. Contact him at invented@pacbell.net.

Terry Huwe also presented at Internet Librarian USA '02 in Palm Springs. You can view his presentation, Building a Digital Archive: New Tools, New Opportunities, at <http://www.infotoday.com/il2002/presentations/>. Also, effective January '03, Terry will be a regular columnist for the journal *Computers in Libraries*. His first column will appear in Feb '03. The column topic is "building digital libraries", though columnists have broad leeway to explore related issues.

Nick Robinson has been named Assistant Head of the UC Berkeley Public Health Library



following **Debbie Jan's** promotion to Head of that library. Nick's new job includes new outreach and teaching duties, too. I'm sure Debbie can give you the details. djan@library.berkeley.edu

Congratulations to **Jean McKenzie**, Assistant Head of the Kresge Engineering Library at UC Berkeley, who has been awarded Career Status. You can reach Jean at jmckenzi@library.berkeley.edu or call her at (510) 643-5575.

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- Time Management Tips

Edited by Judith A. Siess, Author of *The OPL Sourcebook*.

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making many librarians extremely uncomfortable.

The computer trespasser exception is a new provision of the Electronics Communications Privacy Act (ECPA) that targets anyone who accesses a computer "without authorization." The original legislation was intended to combat computer hackers, not terrorism. The amended legislation allows internet service providers (ISPs) to invite law enforcement to catch hackers. The changes are problematic because the FBI can pressure ISPs to allow them to monitor records and usage, and once the FBI is involved, it can be difficult to get them un-involved – with no time limit specified, they may decide to camp at the ISP permanently. There is no reporting requirement, so there is no way to know what the agency is doing, or to determine whether its actions are within the scope of the law.

"Pen register" and "trap and trace" are court orders that authorize the collection of information regarding any dialing, routing, addressing or signaling information to and from a particular communication device; formerly, they were used to get telephone numbers only. The legislation specifies that this does not include "content," but it does not define "content." The new legislation makes it possible for one court order to be in effect nationwide, and it does not need to name your library or be issued in your area. The FBI may install hardware or software in pursuit of this information.

Gary Strong, Director of the Queens Borough Public Library, and James Neal, University Librarian at Columbia University, addressed the implications for libraries of this legislation. Strong noted that most librarians have an expectation that patron records will be kept private, that freedom of speech and assembly will be respected, that there will be free and unfettered access to all types of information on all sorts of topics. Librarians expect to be able to hire and employ foreign individuals and we expect a certain level of IT security.

The USA PATRIOT Act challenges many of those assumptions. Strong and Neal firmly believe that librarians must have appropriate policies and

procedures in place before any visits from the FBI or other law enforcement agencies. There should be a clear statement of confidentiality; Strong recommends adopting the confidentiality legislation of your state as library policy. Just as importantly, you must have written procedures in place so your staff members know what to do if they are approached by law enforcement.

While much has been made of the secrecy requirements of the act, an employee who is approached by a law enforcement official can inform her supervisor. And the supervisor can inform legal counsel or higher level management. In academic libraries, student employees may be particularly vulnerable to complying with inappropriate requests; it is essential that not only are the proper policies and procedures in place, but that the student employees know what they are.

In a similar vein, you should have written policies on what types of records will be maintained, who will have access to them and for what reasons, and how long they will be retained. Then you have to make sure that those policies are followed. It doesn't do you much good to have a policy that computer usage logs will be retained for one week and then destroyed if what's actually happening is that they are getting stuffed in someone's desk drawer "just in case." In the event you are served with a warrant, those records then would have to be made available.

In addition to the changes wrought by the USA PATRIOT Act, Susman said that librarians are also affected by Attorney General John Ashcroft's "Guidelines to the FBI" issued in May 2002. Panelist Tracy Mitrano, Director of the University Computer Policy and Law Program at Cornell University, noted that the guidelines were originally drafted in the 1970s in response to public outcry at the FBI's abuses of its surveillance powers and it is ironic Ashcroft's modifications now enhance those powers.

Among other things, the guidelines lift many existing restrictions on FBI data-gathering, allowing them to go on previously forbidden fishing expedi-

Continued on next page

tions. They also allow the FBI to infiltrate any public meeting even if the agency has no specific suspicions regarding what is happening in a public setting. Strong noted that this provision has chilling implications for libraries that provide meeting space.

What are your legal obligations if the FBI contacts you?

If an agent comes to your library, shows **identification** and asks to see your circulation records, you have no legal obligation to comply.

If an agent arrives with a **subpoena** and asks to see records, you must accept the subpoena, but at that point you do not have to comply with the search request.

If an agent has a **warrant**, however, that is authorization for immediate search and seizure. You must comply and surrender "business records" which may include circulation records, the hard drives from your public PCs, reference worksheets or logs of internet use. The agent should supply an inventory of items taken.

Does the USA PATRIOT Act require us to keep any specific types of records?

No, said Mitrano, nor does it impose any requirement to maintain records for any specified period of time. If your library doesn't keep logs, or has a cumbersome manual circulation system, or has a policy of deleting all patron files from the public access computers on a daily basis, you have no obligation to change any of those procedures. If you do have records, you will have to make them available if a warrant is issued. But again, there is no legal requirement for you to create or maintain or archive such records.

You may need to work with your IT or information systems personnel to establish procedures regarding information stored on the hard drives of your computers. Once the policies and procedures are in place, however, you must monitor them to make sure they are being followed.

How should you handle a press inquiry regarding whether a warrant or subpoena has been served?

Again, Strong stressed, an established procedure should be in place, most likely one that directs all press inquiries to the organization's public affairs office. At a minimum, no response should be made during the initial contact; a staff member can simply tell the caller that someone will get back to them. Avoid making any statement from which a harmful sound bite could be extracted.

While most of the session was directed at librarians in academic or public libraries, during the question and answer sessions situations regarding corporate and private sector libraries came up. What if your library is not open to the public – does that mean the act's provisions don't apply? No, there is no distinction made between public and private institutions. Bookstores, video rental companies and other entities are subject to this law, as are libraries in the private sector.

In response to the teleconference, some librarians, particularly those in very small libraries, have wondered how much time and effort should be expended in developing policies and procedures. In practical terms, a fairly simple policy stating what records will be kept and for how long (and remember, you're only going to be concerned with those records that identify patrons/customers and their usage of material), and who has access and for what reasons, should not take long to produce. Nor should the procedure for responding to subpoenas and warrants: this would spell out who to inform (management, legal counsel) and what to do if managers or counsel cannot be reached immediately.

A very big area of concern to librarians was touched on only briefly during the program and that is the issue of government information being removed from web sites and from libraries in response to the terrorist attacks of September 11, 2001. We hope to provide you with more information on this crucial development in a future issue of Bayline.

For more information on the USA PATRIOT Act and other issues related to patron privacy, please see the accompanying resources list on page 18.

New Members Showcase

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By Sarah Cervinski

Vera Giles is a library student in her last year at San José State. She'll be graduating with her MLIS this spring. Vera is currently working at the Stanford library in inter library loans and current periodicals. When we spoke, she was gearing up to start the two intense research papers, that she pairs up with another student to do, and is a requirement to graduate from the program

Vera has not always been enthused about the library profession. Both her parents were academic librarians, and she vividly recalls hearing her parents' "shop talk" while growing up. It seemed so boring, all the politics and such. She tried other things, but eventually her path led back to libraries.

Her first library working experience was at the Hoover Institute Library on the Stanford campus. There she worked as a library assistant in the serials department and in government docs. Talking about her internship at the Stanford Banner Map Library, she says it was a great experience and that she hopes to work in a map library again.

While getting your MLIS, was there a favorite or memorable class?

I liked Cataloging and Advanced Cataloging. I also enjoyed Marketing in Libraries; I think it is a very important yet overlooked class.

There was also the Library Management class taught by Dr. Bill Fisher. We didn't have a textbook; we had to go out and look for articles. It put all that practical knowledge being learned to use.

Do you have an ideal collection?

I would like to work in a map library or a museum setting. Ideally, I would like a smaller library within a big organization. I like the idea of being within a larger infrastructure. I don't want to be a solo librarian.

Have you made it to any Special Library Association meetings?

I went to last year's Annual Conference. It was great fun.

I will be at the San Andreas meeting and hopefully will make it to the joint chapter meeting this year. I went last year and it was great.

What is the last book you read?

Lies My Teacher Told Me: Everything Your American History Textbook Got Wrong by James Loewen

What is your favorite movie?

Gladiator, and I have *Party Girl*, a gift from my husband, sitting on my computer waiting to be watched.

Do you have a favorite website?

Gary Price's

What is your favorite activity?

This is a cliché, but reading.

What is your earliest memory of a library?

As a child, I remember toddling around my father's library, the Rush Rhees Library at the University of Rochester. Wondering the dark, musty stacks. I love the smell of old books.

Joshua Richardson currently works three-quarter time at Anshen & Allen, LLC, an architectural firm that specializes in health care and campus design. He has been working there since July 2002, and he has the task of making the library "visible"—the library used to have physical space, but lost it to make room for more employees. At that time, the library was moved to storage. Now Joshua has the challenge of making the library visible again. "Basically it is like starting over from zero," he says. The main focus is collection development and getting catalogues online. He is working with the IS team to have services available online so that the library can get some visibility that way. That is something most of us in the library field

Continued on next page

Special Libraries Association

SAN FRANCISCO BAY REGION CHAPTER *est. 1924*



The SF Bay Region Program Committee Presents

Library Rock: How we organize and switch information in a matter of seconds

Ever wonder how a radio station plays a request so quickly? Or how the station has organized its vast music library? Think you'd like to know more about radio programming and copyright issues? And what is digital radio anyway?

Hear Rosalie Howarth of KFOG Radio, host of KFOG Acoustic Sunrise and KFOG World Music Hour discuss

- KFOG's music library and how it's organized
- Digitization of music and new radio technologies
- Producing and hosting two weekly radio programs

Rosalie Howarth is a radio program host and producer at KFOG Radio in San Francisco.

Date: Wednesday, March 26, 2003

Drinks and networking 6:00-6:30

Dinner 6:30-7:15

Program: 7:30 to 8:15

Place: Jade Villa
800 Broadway, Oakland
510/839-1688

Cost: SLA members: \$30; Non-members: \$35
Students/Not Employed: \$22.50;
Program only: \$15
Prices include tax and gratuity

Menu: Appetizers: Mixed Platter (Meat and Vegetarian); Main Course: Seafood Hot and Sour Soup, Scallops with Broccoli, Braised Beef with Vegetable, Mongolian Beef, Kung Bo Chicken, Fok Kin Fried Rice with Seafood and Vegetables. Dessert: Mango Pudding, Fresh Fruit. No-host bar.

Sponsors: Advanced Information Management, Certified Employment, Taylor & Associates.

Directions: An easy four block walk from the 12th Street BART station.

Mail your reservations **NOW** to: Lincoln Cushing, Institute of Industrial Relations, UC Berkeley, 2521 Channing Way #5555, Berkeley, CA 94720, 510-642-1056, lcushing@library.berkeley.edu

Deadline for reservations: Monday, March 17, 2003. **PLEASE NOTE:** Prepayment is required.*

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*This meeting is part of the subscription package. If you are not attending, have changed jobs or are transferring your meeting attendance to someone else, please also contact Lincoln Cushing. Thank you!

are familiar with, letting everyone know we are there as a resource. Though it has been a challenge, "I really enjoy it," he says. "It has been exciting yet frustrating, and it has been a great learning experience."

Besides Anshen & Allen, Joshua also works part-time at the SF Public Library Reference and the SF Performing Arts and Library Museum, covering all the bases as far as experiencing different library collections.

His previous experiences in the information industry also include working at a couple of dot.coms. Although the dot.coms he worked at went the way of all those others, he had some great experiences. "I worked with a lot with databases and operations. I got a chance to see how things worked on the backend, working with content managing and taxonomy. I had a lot of hands-on experience with some of the exciting new technologies out there."

He graduated from San José State with his MLIS in 2001 and says that, "getting my MLIS was the best decision I've ever made."

Do you have an ideal collection?

A collection like EMP (Experience Music Project) in Seattle would be an ideal setting for me.

Have you made it to any Special Library Association meetings?

I've been to some of the local meetings but hope to

make it to an Annual Conference someday.

What is the last book you read?

E=mc²: A Biography of the World's Most Famous Equation by David Bodanis

What is your favorite movie?

Lawrence of Arabia

Do you have a favorite website?

That would have to be my band, Condor's, website.

What is your favorite activity?

That would be music, playing in my band.

What is your earliest memory of a library?

I can remember going to the local Sunnyvale Public library with my mom and picking up a Dr. Seuss book.

Hai Nguyen works at Bank of America Securities as an Information Specialist. He has been there since October 2001. His job consists of information retrieval from traditional journal publications and online databases.

As an undergrad, Hai majored in History, but got into the information trade in a roundabout way. While a student at UC Davis, 20,000 negatives from the 1880s were donated to the school. He was fortunate to get involved with a project to digitize the negatives and publish them on the web.

He has held a few interesting positions in the information fields. After college, he started working for EBSCO working in information resources and working on document retrieval, but then it closed down. He then worked in the library at Staywell Medical publishing. He even forayed into the dot.com world like so many of us. This was at caredata.com, a pharmaceutical search engine that would search out information on the web specific to that industry.

Do you have an ideal collection?

I would say that I'm currently working in my ideal setting. I really like it and I find that it relates to everyday life.



Continued on next page

Have you made it to any Special Library Association meetings?

Last year I went to my first Annual Conference in LA. It was great. I really enjoyed it.

What is the last book you read?

The Lovely Bones by Alice Sebold

What is your favorite movie?

My old favorite would be *Grapes of Wrath*, the one with Henry Fonda. But I recently saw *Chicago*; that one I see becoming one of my top 10 favorites.

Do you have a favorite website?

CNN.com

Do you have any favorite activities?

Biking and golfing

What is your earliest memory of a library?

In the third grade I was a library monitor.

Jack Stephens recently graduated from San Jose State with his MLIS. Currently, he works in the CPMC Health Sciences Library, which is a consortium of three hospitals. Their largest group of clients is the dental students from the UOP School of Dentistry. It is a small library, yet it gets a lot of traffic. They do a fair amount of ILL and bibliographic instruction. One of the main goals of the library is getting residents up to date on their electronic resources and making that information available to link to their PDAs. Among other things that Jack does are book processing, document delivery, stack maintenance, cataloging, and reference. What he values most is the reference work that he does: "I love to help, answer questions, and find things."

Jack, like so many of us, was not always on the track of becoming a librarian. He worked for 12 years as a bartender and holds an undergrad degree in Political Science. However, he grew tired of bartending and he decided that he wanted to work in some kind of non-commercial environment. He started at City College in Library Tech. It was there that he became aware of the earning power and the career possibilities if he were to get his MLS instead. Realizing this, he enrolled at San Jose State.

Did you have a memorable class while studying for your MLIS?

Yes, it was the Library Management Seminar with Dr. Bill Fisher. I got to research the Public Library Inquiry, and I liked it because I read *The Public Library in the United States*, by Robert D. Leigh. It grounded me in the role of a library and the status of the librarian.

Do you have an ideal library setting?

I would like to stay in the academic health sciences setting doing bibliographic instruction and maybe some web design.

Have you made it to any Special Library Association meetings?

Now that I'm done with school, I'm hoping to make some of the local meetings. I have used the SLA web site a lot, keeping current, and looking for job postings. I find that the web site is the most informational and organized of all the library associations. I find tons and tons of stuff on there that is useful.

What is your favorite book?

Middlemarch, by George Eliot

What is your favorite movie?

Crouching Tiger, Hidden Dragon

Do you have a favorite website?

National Review online

What is your favorite activity?

Going to the gym.

What is your earliest memory of a library?

As an undergrad, using the card catalog at SF State, before everything was electronic.

Nancy Kho is the Director of Business Development for Global Reports, LLC. She has been with the company for two years. Global Reports produces a database of full-color, annual reports for 16,000 companies around the world. The company has been around since 1999. Their market is for companies, banks, and universities that are involved in international business.

She has a lot of experience working for such com-

panies. With this expertise and knowledge with how the information world works, Nancy felt the lure of the dot.com. She worked for a while at Intraware.com. One of the things that interested her at Intraware was that she had the opportunity to work with an ex-Dialog person, "which was great. I thought at least we would understand each other."

Working now at Global Reports, she is drawn once again to those specialized in information. She likes the people she meets through the library industry. "They are smart, pragmatic people who know their needs well and how to convey this. This helps; it makes it easier for us to meet their needs."

Have you made it to any Special Library Association meetings?

I was at the annual conference in LA. I find it important, being a vendor, to meet all those librarians in person, and they are such a great group.

I always see that there are such great topics at the local meetings, but it is hard with scheduling and my family. I would like to make it to a local meeting. I

enjoy talking with information professionals. I always learn something when I sit down and talk with a librarian.

What is the last book you read?

I am currently reading *Palace Walk*, by Naguib Mahfouz.

What is your favorite movie?

Gallipoli

Do you have a favorite website?

Craiglist. I just moved into a new house and I'm determined to find what I need on that site.

What is your favorite activity?

Spending time with my five- and two-year-old.

What is your earliest memory of a library?

I grew up in upstate New York, and it was part of my weekly routine to go to the library with my mother. It is something that I continue to do today with my own children.

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USA PATRIOT Act - Information Sources for Librarians

Passed in October 2001, the USA PATRIOT Act has implications for libraries and patron privacy. It allows a secret court to issue warrants for all types of business records, including library circulation records and computer search logs.

This legislation has generated a lot of concern in the library community. All of us need to know basic facts about this law and what impact it may have on our delivery of services.

American Library Association and the Association of Research Libraries

Both the American Library Association and the Association of Research Libraries have extensive information on their web sites about the USA PATRIOT Act and homeland security issues of concern to librarians. These are excellent sources of both background and practical information.

ALA's site features a section within the Office of Intellectual Freedom titled, "FBI in Your Library" at <http://www.ala.org/alaorg/oif/fbiinyourlibrary.html>. ALA's policies, information about the USA PATRIOT Act, and links to news articles about the FBI in libraries can be found here.

For more information about the practical implications of the USA PATRIOT Act, see the ALA's "Guidelines for Librarians on the USA PATRIOT Act – What to do, before, during and after a 'knock at the door?'" (<http://www.ala.org/washoff/patstep.pdf>) It reiterates the need to consult with your local legal advisers, review and update your written policies and procedures, and train your staff so they know how to respond appropriately to law enforcement inquiries.

ALA also has a page on "Libraries and the Patriot Legislation" (<http://www.ala.org/washoff/patriot.html>) that includes resources and links.

ARL's "Anti-Terrorism Legislation, Homeland Security, and Related Issues" page (<http://www.arl.org/info/frn/other/atl.html>) contains links

to information on the Homeland Security Act, access to government information, the new FBI Guidelines, the USA PATRIOT Act and responses to proposed anti-terrorism efforts.

Other Sources

Mary Minow, former librarian and now a consulting attorney, has written "The USA PATRIOT Act and Patron Privacy on Library Internet Terminals" (<http://www.llrx.com/features/usapatriotact.htm>) which contains a lot of useful information in a Q&A format about topics including record keeping and the need to train staff. She also has developed a grid that shows the type of court orders, type of information, legal standard and legal authority regarding library records under recent legislation. See "Library Records Post-Patriot Act (Federal Law)" at <http://www.llrx.com/features/libraryrecords.htm>.

Geraldine Collins of the University of North Florida has published a paper in the Fall issue of the Newsletter, Florida Chapter of Association of College and Research Libraries, titled, "The USA Patriot Act and Florida Libraries: Are we ready to greet the Law at the Public Services Desk?" (<http://www.unf.edu/library/facrl/article10902.html>). This is a good summary of points addressed in other sources: plan ahead, review and update policies as needed, train staff, and designate a point person to respond to inquiries.

Leigh Stewart Estabrook, Professor at the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign, conducted a survey of more than one thousand public libraries in December 2001 to determine their responses following the terrorist attacks of September 11, such as restricting patron access, reporting patron activity to the FBI, etc. Results of the survey are at <http://www.lis.uiuc.edu/gslis/research/national.pdf>. A report on results from Illinois and an analysis of those results is published in the Winter 2002 issue of Illinois Libraries (<http://www.cyberdriveillinois.com/publications/>

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[pdf_publications/illibrary_v84_n1.pdf](#)).

First Monday published "Libraries, the Internet and September 11" in its December 2001 issue (http://www.firstmonday.org/issues/issue6_12/matthews/index.html). Written by Judy Matthews, librarian, and Richard Wiggins, senior information technologist, both at Michigan State University, the article looks at some specific responses by libraries and raises a number of thought-provoking questions.

The Electronic Frontier Foundation, an association dedicated to preserving digital rights, examines how the USA PATRIOT Act relates to online activities at http://www.eff.org/Privacy/Surveillance/Terrorism_militias/20011031_eff_usa_patriot_analysis.html. Librarians and systems personnel will find their analysis of how law enforcement powers are expanded under the act of interest.

A report on the December 10 teleconference by Adam Clymer was published in the New York Times on December 11, 2002.

You can find the full text of the USA PATRIOT Act at <http://www.ins.usdoj.gov/graphics/lawsregs/>

Call for Nominations for the San Francisco Bay Region Chapter Award for Professional Achievement

Deadline: April 11, 2003

The success of any volunteer organization depends on the contributions of its members and our chapter is no exception. It is the talent, time and energy of our volunteer members that ensure that, year after year, we have quality programs and professional development workshops, timely communications and opportunities to network and have fun.

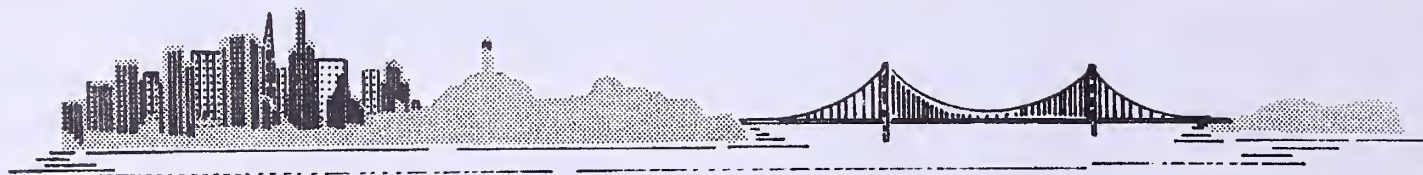
The San Francisco Bay Region Chapter's Professional Achievement Award is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovations at the worksite; mentoring activities, or extracurricular activities, which provide the profession and/or the chapter with commendable publicity and acclaim.

Our 2002 award winner was **Debbie Hunt**. Other recent recipients are: **Linda Vida, Cris Campbell, Debbie Jan** and **Tim DeWolf**.

You can nominate a fellow member by sending in the nominee's name, your name, signature and date. Please attach pertinent biographical data about the nominee, and state why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Nominee(s) should be a current or retired member. Members of the current Executive Board and the awards committee are ineligible for nomination. Forward your nomination in confidence to:

Maggie O'Brien,
Pacific Energy Center
851 Howard Street,
San Francisco, CA



It is time for the 2003 Neighborhood Dinners! Be sure to save Thursday, April 10, for everyone's favorite SLA activity - networking.

The Neighborhood Dinners debuted in April 1997, and have been a great success. If you haven't been to one, the idea is to allow members to gather in smaller groups than is possible at our monthly meetings, and to attend a dinner at a location convenient to their homes. A coordinator selects a restaurant, and interested members contact the coordinator directly.

We'll be having Neighborhood Dinners in the following locations:

- SF - The Hills (Telegraph, Nob, Russian) - Mary Keba, mkeba@baaqmd.gov, 415-749-5088
- SF - Mission District-Josh Richardson, joshua@highstream.net, 415.641.8941 (extension 2 for voicemail)
- SF -West Portal -Natasha Bergson-Michelson tashabm@aol.com 415-586-5035
- SF - Potrero/Bernal Heights/Castro - Jo Falcon, jofalcon@exploratorium.edu, 415-826-2464 and Mark Mackler, mmackler@sfpl.org
- SF - Richmond District -TBA
- Oakland/Berkeley — Sandy Malloy, Sandy.Malloy@businesswire.com, 415-986-4422 (e-mail preferred)
- Alameda - Molly Skeen, mmskeen@earthlink.net, 510-865-7439
- Marin/Sonoma—Diane Rosenberger, Diane.Rosenberger@sf.frb.org, 415-974-3219
- San Leandro/Hayward —Marlene Vogelsang, MxV6@pge.com, 415-973-7206
- Walnut Creek - Karin Zilla, karinz@certifiedemployment.com , 415-433-3600
- North Berkeley/Albany -TBA

If you're feeling left out because you live in an area that's not covered by any of the groupings we've established and you'd like to organize a dinner, please let me know! We'd be delighted to add other locations if there's interest and someone willing to be the coordinator.

Watch for further information via the chapter reflector and web site.

You can contact the Programming Committee organizers, Bob Berg and Natasha Bergson-Michelson, at Tashabm@aol.com and bob.berg@dialog.com.

SF BAY SLA NEEDS YOU!

- Hidden Talent?
- Desire to Give Back?
- Opportunity to Learn?

Get involved! ! Join a chapter committee. A minimum time commitment will bring you maximum satisfaction with new learning experiences and valuable professional contacts and friendships.

Only with broad-based member participation can our chapter remain vital and growing. **So sign up now!** At the year's end you too will say, "I did receive more than I gave."

Use this form to check off the activities that interest you, then e-mail, snail-mail, or fax your choices to Beth Graham. If you aren't sure what's right for you, or need more information, contact either Beth or the current committee chairs (see page 2). Send your information to Beth Graham, 2001 Pierce Street, #44, San Francisco, CA 94115. Phone (work): 510.622.2229. Fax: 510.622.2121. E-Mail: beth.graham@doj.ca.gov

- | | |
|---|--|
| <input type="checkbox"/> Hospitality | selects locations and makes arrangements for dinner meetings |
| <input type="checkbox"/> Program | helps decide on topics & speakers and organizes meeting programs |
| <input type="checkbox"/> Tours | organizes visits to member libraries & other related organizations |
| <input type="checkbox"/> Professional Development | helps organize continuing education programs |
| <input type="checkbox"/> Bayline | writes or edits articles for the chapter newsletter |
| <input type="checkbox"/> Directory | helps publish the Directory |
| <input type="checkbox"/> Government Relations | monitors and reports on relevant legislation |
| <input type="checkbox"/> Strategic Planning | directs long-range chapter planning |
| <input type="checkbox"/> Fundraising | contacts vendors for support of chapter activities |
| <input type="checkbox"/> Consultation | co-ordinates professional outreach and pro bono consultations |
| <input type="checkbox"/> Jobline | updates job listings |
| <input type="checkbox"/> Web | maintains and develops chapter Web site |
| <input type="checkbox"/> Advertising | solicits ads for the chapter newsletter and membership directory |
| <input type="checkbox"/> Academic Relations | coordinates activities and mentors Bay Area students |
| <input type="checkbox"/> Archives | maintains chapter documents of historical importance |
| <input type="checkbox"/> Networking | acts as information clearinghouse & liaison to other organizations |
| <input type="checkbox"/> Mailing | coordinates mailing of newsletter and meeting notices |
| <input type="checkbox"/> Finance | prepares annual budget and provides mid-year reports |

Name: _____

Organization: _____

E-mail: _____

Phone: _____ Fax: _____

SLA Events Update

SLA SF Chapter Search Engine Panel – January 30, 2003 - Photographic evidence!

Photos by Marlene Vogelsang



S.F. Bay Region Chapter - SLA Executive Board Meeting Minutes

December 10, 2002

Dolby Laboratories, Inc.
San Francisco, CA

Present: Tamara Horacek, Nancy Adams, Jaye Lapachet, Beth Graham, Maggie O'Brien, and Lauri Flynn

Absent: Bonnie Willdorf

Meeting called to order by Tamara Horacek at 5:52 p.m.

1. Welcome: Tamara welcomed all in attendance and thanked them for coming and doing such a great job.

2. Previous Meeting Minutes: Approved the minutes of the October 29, 2002

Executive Board meeting.

3. Treasurer's Report: We have paid \$1000 deposit for May 2003 joint meeting. We have also paid \$500 deposit toward the January meeting. We have \$34,526.59 in the pooled account and about \$10,000.00 in the checking account. We may need to pull some money from the pooled account, if the checking account dips too much.

4. Finance Report: Nancy led us through the Year-to-Date figures against Excepted Budget. We show a balance in the red, but there are a lot of monies yet to be received. Not printing a directory will save us some money. Jaye asked about the subsidies for chapter meetings. Tamara explained that the chapter does subsidize and that we do need to monitor costs, but that the point of the meetings is not to make money. We will be able to ascertain our true financial health at the mid-year financial review meeting in January. There was also a discussion of sponsorship and a review of meeting expenses, gratis meals etc. We started a discussion of our fundraising structure and sponsorship levels. Tamara commented that Robert Burke has been trying some new approaches, as our past methods are outdated given the economy and mergers among companies that were previous sponsors.

5. Program Update: Jaye Lapachet and Lauri Flynn reported that Lincoln Cushing, Hospitality

Committee Chair, is in the process of identifying a location for our March 2003 meeting. Everything is on track for the January 30, 2003 dinner meeting, which we are co-hosting with BayNet. There was some discussion about BayNet's receipt of our check for the deposit on the Atrium Restaurant (the January meeting location.) Nancy will follow up with Wess Murdough, BayNet liaison. Tours is proposing another event: a tour of CBS MarketWatch facilities.

Old Business

7. Leadership Training: Maggie O'Brien and Beth Graham reported that the feedback about the Leadership Training, held December 6, 2002, with Max Latham was very good. We polled those in attendance and will try to give at least 6 weeks notice for the meeting. Attendees also preferred a September vs. December date.

8. Chapter Brochures: Tamara asked several questions about the Chapter brochures including the number available, artwork location, printing and updating. Tamara will explore this further.

9. Chapter Bylaws & guidelines changes: Tamara and Maggie reported that the change in the Association's By-Laws will require that each unit review and redraft its own guidelines and operating procedures. Tamara and Beth will learn more about this at the Winter meeting in January 2003.

10. Web Proposal: On behalf of Nick Robinson, Web Committee Chair, Tamara presented the plan for revamping the Chapter website. This topic garnered much discussion and Tamara asked that we finish the main business of the meeting and come back to this topic at the end.

11. Chapter Bulletin Indexing Project: Earlier this year, Terry Dean and a group of dedicated indexers, finished indexing the complete run of the chapter's bulletin through 1995. This was an extraordinary, multi-year effort and the plan is to find a way to post the index on the Website. Ideally, we would have a searchable database for these. Issues of copyright and permission came up as well as what

process for retrieval of articles prior to 1996 (1996 and later are available on the chapter Website.) The archivist does not have the time to handle document retrieval. We also discussed having a position on the Bayline staff for an indexer to keep the index current.

New Business

12. Brief Committee Reports & Discussion:

Directory: Still need to advise chapter members of the decision to trial an online-only chapter directory. Tamara has addressed this in her President's column and will send something out via the Discussion List. This will also mean that the function of the Directory Committee will be more of a resource for assisting members with access to the online version.

Archive: John Gallwey is looking into formalizing our arrangement with UC Berkeley regarding the housing of our archives there.

Membership: Beth Graham reports that we have 507 members.

Professional Development: Gina and her committee are co-hosting the spring PD workshop about virtual reference with BayNet.

Tours: Terry Richards is looking at CBS MarketWatch for a spring tour.

Hospitality: Lincoln Cushing is doing fine; tried a new venue for the November 2002 meeting—Anna's Jazz Bistro in Berkeley.

Academic Relations: Jenny Kanji coordinated the fall event at SIMS with much success.

Government Relations: Tasha Bergson-Michelson has been posting information as she receives it to the Discussion List. It is still challenging to sort out exactly what the Government Relations committee should do. Headquarters has not been as helpful as was hoped.

Nominating: The committee is meeting in the next week to strategize and identify candidates.

Advertising: Mary Keba keeps sending those checks in!

Mailing: Sandra Lormand reports all is well.

Fundraising: Robert Burke is trying new approaches as the landscape for fundraising has changed. The old, tried and true methods with tiered sponsorship levels are not yielding the same results. (See #4 above for additional information.)

Strategic Planning: Rita Evans is working on the chapter Needs Assessment survey, which will be distributed in the first quarter of next year.

Networking: Camille Reynolds keeps the Discussion List lively with postings of events, classes and articles of interest.

Consultation: Barbara Janis is patiently waiting for consultation calls, but none so far.

Bayline: Everything is just peachy per Steve Cooney. Article contributions are welcome!

Discussion List: All is well reports Deb Hunt.

Finance: Sara O'Keefe continues to monitor our budget. No problems thus far.

Credit Card: Bill Van Niekerken says that everything is fine.

Reflector: Linda Yamamoto wants to remind people to inform her when their email addresses change—otherwise, no problems.

13. Spring SIMS event: All agreed that this was a great idea, although it may not be viable for this chapter year as Academic Relations budgeted for only a fall event.

14. Set tentative date for Mid-Year Finance Review: January 14 or 15 will be the date for the mid-year review meeting.

15. Reminder: Joint Board and Council meeting February 4, 2003.

16. Web Proposal (revisited): All present acknowledged Nick for his great work on the Website and were excited about a site redesign. Some issues that were discussed were the need: to have a detailed project scope and timeline; to solicit multiple bids, and to use contract language that ensures the chapter owns all the work. We also talked about the importance of having input from members. The strategic planning survey will have questions and a section for comments specifically about the Website. There were lots of suggestions for content including lists of past officers, award winners, speakers, meetings, etc. Rita Evans and Bonnie Willdorf have volunteered to work with Nick. The project may require a phased implementation.

Adjourned at 7:35 p.m.

Respectfully submitted by Maggie O'Brien
Maggie O'Brien (filling in for Bonnie Willdorf.)

SLA Events Update

SLA SF Chapter Search Engine Panel – January 30, 2003 - Still More Photos!

Photos by Marlene Vogelsang



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A Gourmet Evening with

Phil Bronstein

Vice President and Executive Editor of the San Francisco Chronicle

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Dinner – 7:00-8:00
Speaker – 8:00

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Berkeley CA 94720

Calendar

march

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Librarianship In The 21st Century,
Spring Workshop & All-California
Joint Institute, San Luis
Obispo, CA,
More information at: [http://
www.nocall.org/spring2003.htm](http://www.nocall.org/spring2003.htm)

23
NOCALL Breakfast Workshop
How Virtual is Your Virtual
Library Going to Be?? For more
information: [http://
www.legalwks.com/conference/
lwsf/workshops.htm](http://www.legalwks.com/conference/lwsf/workshops.htm)
8:30 - 10:00 a.m.

25-27
San Andreas Neighborhood
Chapter Meetings
Hosts and locations to be
announced

april

10
International Special Librarians
Day 2003

10
San Francisco Chapter
Neighborhood Meetings
See pg. 20 for Hosts and
Locations

may

16
Joint San Andreas-San Francisco
SLA Chapters Meeting
A Gourmet Evening with Phil
Bronstein, Executive Editor of the
San Francisco Chronicle
6:00 p.m., California Culinary
Academy 625 Polk St.,
San Francisco

*To list an event contact
Lauri Flynn at 415-433-1940 or
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Calendar events are
updated bi-weekly at:
<http://www.sims.berkeley.edu/sfsla/>*

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THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter
Special Libraries Association

May/June 2003
Volume 73 Number 5

President's message from Tamara Horacek

.....



May has already arrived, and with it the 2002-2003 Chapter year is almost over. In June I pass the torch to our new Chapter President **Beth Graham**!

Along with Beth, I would like to warmly welcome our new Executive Board Members President-Elect; **Deb Hunt**, Treasurer **Jeffery Mah**; and Assistant Director/Program **Barbara Janis**. I'm delighted by their appointments and know that next year will be an exciting one.

I'd like to bid a fond farewell to Executive Board Members Past President **Maggie O'Brien**, Treasurer **Nancy Adams**, and Program Director **Jaye Lapachet**. This year has been a success due to their support and

dedication and they will be missed! Ensuring a smooth transition, **Lauri Flynn** will take over as Program Director, **Bonnie Willdorf** will stay on as Secretary and International Relations.

If you are attending the SLA New York Annual Conference "Putting Knowledge to Work" June 7-12, 2003, please be sure to join us for the California Reception on Monday, June 9th. The San Diego Chapter is hosting this year's reception and has asked that you RSVP. For more information contact **Bobbi Weaver** at baw@cwsj.edu.

As I write this, I am looking forward to our May 16th meeting with Phil Bronstein at the California Culinary Academy. Many thanks to **Karin Zilla** for arranging this evening for us, it promises to be a very special program. We are pleased to be co-hosting this event with our sister San Andreas Chapter, so I hope to see many of you there!

Continued on page 4

inside...

- Find out what happened at the latest Chapter meetings, pages 7 & 11.
- Sigh along with your Humble Editor's farewell column, page 3.

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May • June 2003
Volume 73 Number 5

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From the editor's desktop...



Astounding but true; this is my last column as editor before I hand the wheel over to **Joshua Richardson**. I really have to thank **Richard Geiger** for recommending me as editor to then-president **Maggie O'Brien**, this has been an experience I am glad not to have missed- though my friend **Tamara Horacek** can attest that this has not been without a certain amount of whining around deadline time. It has been a fun and enlightening two years.

I must apologize to **Roger Strouse**, as every issue he waits for me to send him the proofreading, and every issue I am far enough behind schedule that I just try to do it myself at the last minute- and so all errors are mine and mine alone.

Buckets of gratitude to **Elyse Eisner** for her *Kaleidoscope* column, my rock of stability and timeliness for the past 9 issues, though unfortunately there wasn't quite enough info for a whole column this time. And once again thanks to **Marlene Vogelsang** who sent in lots of photos to accompany **Claudia Fenelon's** report on March's Chapter dinner meeting.

Seems I'm out of room, just can't bring myself to make my photo any smaller... Thanks and hope to see you all at the May meeting.

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I've just attended another successful neighborhood dinner. Many thanks are due to **Tasha Bergson-Michelson** and **Bob Berg**, and all of their neighborhood coordinators: **Mary Keba**, **Josh Richardson**, **Jo Falcon**, **Mark Mackler**, **Maggie O'Brien**, **Sandy Malloy**, **Molly Skeen**, **Diane Rosenberger**, **Marlene Vogelsang**, **Karin Zilla**, and **Lynn Dix**. Thanks for setting all of us up with good food and excellent company.

Our March 26th dinner meeting, with **Rosalie Howarth** was delightful, we stuffed ourselves with yummy Chinese food as we listened to tales of organization from KFOG radio. Thanks to **Vivian Kobayashi**, **Lincoln Cushing**, **Jaye Lapachet**, and **Deb Hunt** for their efforts in making this meeting a reality.

On February 28th **Gina Castro** her professional development team brought us a Virtual Reference Seminar co-sponsored with BayNet. We were granted insight into the nebulous world of providing live reference services through website based interfaces to a multitude of global users. Thanks to Gina and her team for their fabulous work!

In February, **Terry Richards** and her tours committee brought us yet another great tour. We had the opportunity to meet with Mr. **Neil Chase** from CBS MarketWatch. Neil was very generous, sharing with us the inside workings of the website, including FrontPage mock ups and detailed procedures for reporters. If you've never visited the CBSMarketWatch site, be sure to check it out.

As always, thanks are owed to our faithful meeting sponsors: Certified Employment Group, Advanced Information Management, and Taylor & Associates. Check out their advertisements in this issue for additional information. Their ongoing support is very much appreciated.

Many, many thanks are owed to our Advisory Council and numerous committee members, without all of their concerted efforts, our chapter would be much poorer.

Bayline is brought to you through the superhuman



efforts of **Steve Cooney**, Editor, **Mary Keba**, Advertising, **Sandra Lormand**, Mailing and their respective committees.

Our communications channels were kept in order by **Nick Robinson**, our Web Master, **Deb Hunt**, our Discussion List Administrator, **Linda Yamamoto**, Reflector Administrator, and **Holly Riccio**, who takes care of our PO Box. **Tasha Bergson-Michelson** helped us understand the tangled world of Government. Relations, while **Camille Reynolds** kept us updated with Networking news.

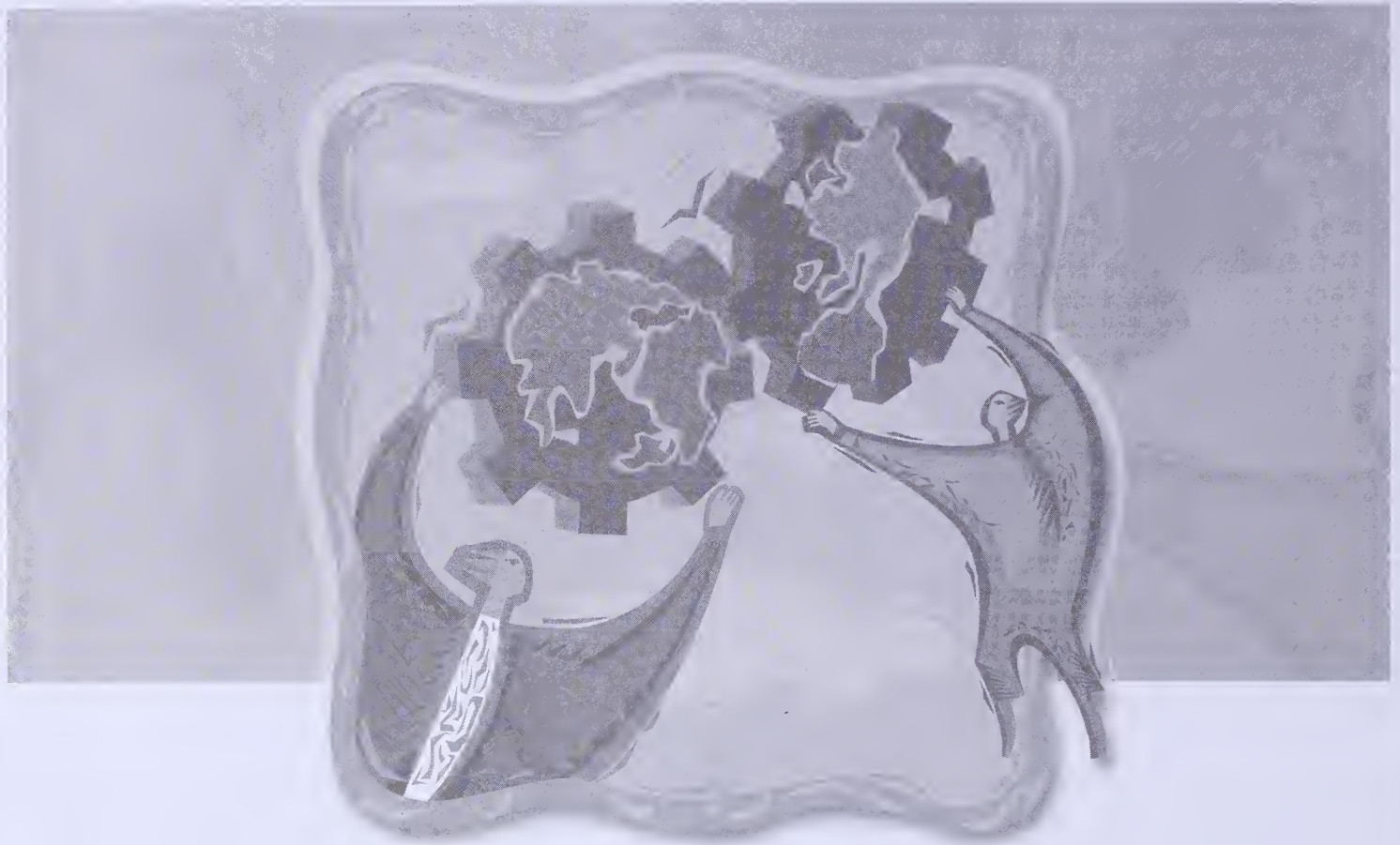
In terms of finances, **Sara O'Keefe** helped out with Finance, **Robert Burke** kept us on our toes trying out new sponsors, and **Bill Van Niekerken** worked behind the scenes to accept your credit card payments.

Thanks to **Bruce Thomas**, **Gretchen Peterson** and **Nick Robinson**, for all of their work this year on our Directory, which received an accolade from Headquarters this Spring.

Beth Graham welcomed our newest Members, and **Jenny Kanji** in Academic Relations recruited them. **John Gallwey** kept our Archives straight, and **Barbara Janis** helped out as Consultation Chair.

Looking forward, **Angie Brunton** and her Nominating team brought us a great slate for next year. And finally, many thanks to **Rita Evans**, who kept us flying straight with her efforts on Strategic Planning.

Continued on page 12



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Law librarians have long recognized the legal community has unique research needs, requiring special tools to obtain accurate information. LIVEDGAR™ is a popular and powerful SEC research tool for legal professionals to conduct research, collect data and receive e-mail notification on SEC filings.

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GSI is grateful to the librarian community for its help educating legal researchers on the uses and benefits of LIVEDGAR. GSI will continue to support librarian efforts with free on-site training and knowledgeable account representatives, toll-free access to professional researchers, useful support materials, as well as financial support of the SLA and its local chapters.

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The right answer, right away

GSI is also pleased to announce the appointment of a consultant who will facilitate communications between GSI and SLA, its local chapters and the law librarian community at large.

Mary Shackleton
Special Library Relations

Ms. Shackleton, admitted to the Indiana bar in 1988, has over ten years of experience conducting SEC research at major law firms in Washington, D.C. and New York. She received her B.A. in Communications from Perdue University (West Lafayette), a J.D. from Indiana University (Bloomington) and an M.I.L.S. from the University of Michigan (Ann Arbor).
mshackleton@gsionline.com

SLA Events Update

.....

SLA-SF Chapter Program Committee Dinner with Rosalie Howarth of KFOG Radio March 26, 2003

by Claudia Fenelon

A packed room of enthusiastic fans gathered on March 26th to eat, drink and be merry with **Rosalie Howarth** from KFOG. **Tamara Horacek** opened the meeting by announcing the slate of candidates for 2003-2004 and we all heartily approved the nominations. A BIG THANK YOU to **Deb Hunt** (president-elect), **Jeffrey Mah** (Treasurer), and **Barbara Janis** (Assistant Director/Program) for offering their time, energy and creativity to help continue to make this one rockin' chapter.

Now, on with the show. Rosalie is an entertaining and upbeat speaker, but there was also some real entertainment as dinner was served. *Entrees* arrived like research requests before the start of a three day weekend. Fast, random and complex! At the end of the evening, Jade Villa provided takeaway boxes and spicy, exotic lunches were reheated in special libraries all over the Bay Area.

We all "recognized" Rosalie as soon as she said hello. She introduced herself by saying she had been at KFOG for 20 years. She started in free form progressive FM and has worked as a DJ, programmer, and currently produces and hosts the popular "ACOUSTIC SunRise". Rosalie is also the Special Features Producer, organizing "My 3 Songs" and helps in the production of "Live From the Archives".



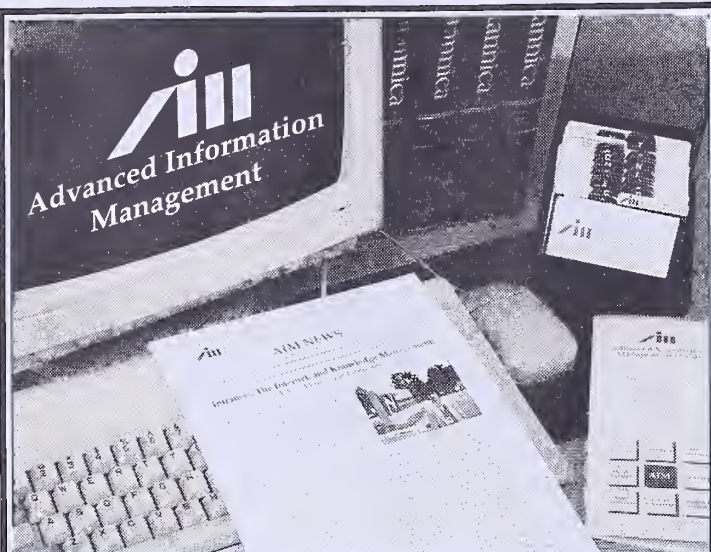
Rosalie's radio roots go back to Monterey Bay in the late 70's. The "progressive, underground" FM radio stations she grew up on were KLRB in Carmel and a community-based non-commercial station, KAZU. FM played the new music and the DJ's had room to be creative. She could play everything from Spyrogyra to the Sex Pistols, Joni Mitchell to Blue Cheer. It was a wonderful time to be let loose with some airwaves. If you want to explore broadcasting, Rosalie recommends getting involved with your local non-profit radio station. In 1983 she moved to KFOG, a year after the station switched to World Class Rock format.

KFOG is owed by Susquehanna Radio Corp., the largest privately held radio company in the U.S. with 33 stations in 10 markets. Susquehanna's "enlightened management" supports KFOG's credo that "world class rock means variety".

Well, how do they do that? With over 8000 CD's and another 200 arriving unsolicited every week, there has to be some organization and thought to create variety, play the hits, keep listeners on that dial and have some fun. The standard radio fare is a 200 song daily mix. KFOG goes for 600 different



Continued on page 9



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tunes a day. Putting a playlist together for an eclectic audience is the challenge.

KFOG has 2 software programs that build a library catalog for each song. Catalog, now we're talkin'. This level of detail could make the Library of Congress want to reconsider their subject headings. For each tune, besides the obvious indexing such as artist, title and length KFOG can search on fast, slow, obscure, intense, moods, themes, concert dates and the list goes on. The playlist will rotate through dozens of categories to group a "power gold" playlist or "modern hits" or "fringe". The log then goes to the DJ and some further refinements are added depending on the news of the day, a holiday or a special event. All this creates the variety that makes KFOG so popular.

How popular is KFOG? Who is the audience and how do you keep them? How do you figure out your market? Well, you hire a program director to research your market. KFOG also participates in market ratings conducted by Arbitron. Rosalie has seen school science projects with more science than the self reported Arbitron ratings, but that is what they have to use to try to capture the listening habits of their 25 to 45 year old audience. Are you a P1 Foghead? Yes, if KFOG is the first programmed button on your dial. The Internet has another audience and some surveys show that 75% of Internet listeners are listening at work.

KFOG takes compliments and criticisms seriously. The staff believes that for every comment there are many listeners who share the thought and don't contact the station. Comments are reviewed and discussed in the regular programming meetings.



The most common feedback concerns the music choices. In the same week, KFOG will be asked "are *you* getting Softer? Harder? Edgier? Too mainstream? Too fringe"? There is an effort at KFOG to balance a daypart (or section of a programming day) and depending on the balance or flow of the daypart the answer could be yes, to all of the above. Here is the rub, figuring out the best way to offer variety without sacrificing good flow for the listeners.

Other controversies at the station include Scoop Niskar (love him, hate him) and the traditional Friday afternoon playing of, "Smoke two joints" (hey, isn't it Friday, yet?).

Rosalie has many goals. She loves her involvement with the "Live from Archives" CD. This effort has raised over 2 million dollars for local food banks. She also hopes to get those archives digitized and she is open to suggestions and volunteers from our world.

Rosalie is clearly excited about her job and the opportunities it gives her to learn new technology, work with great people and share the music she loves. Thank you, Rosalie for joining us and sharing yourself, too.



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SLA-SF Chapter Virtual Tour with Neil Chase of CBSMarketWatch (CBSMW)

February 25, 2003

by Pamela Miller

TOUR: 1 a: one's turn in an order schedule... 2 a: a journey for business, pleasure or education often involving a series of stops and end at the starting point; also : something resembling such a tour....

SLUG: 1: A habitually lazy person 2: a lump, disk, or cylinder of material (as plastic or metal) ... 6 a a strip of metal thicker than a printer's lead b: a line of type cast as one piece c a usu. Temporary type line serving to instruct or identify....

(Merriam-Webster's Collegiate Dictionary, 10th Edition (2001). Merriam Webster, Inc.)

On February 25th, forty members of SLA had the good fortune to meet Managing Director of CBSMarketWatch (CBSMW), **Neil Chase**. Unlike our usual tours, however, that night we never left the conference room. Neil, who comes from a print news background that includes the San Francisco Chronicle and a teaching background, delivered a lively and detailed view of a virtual newsroom. As attendees, we sat in "Aeronial" splendor around an enormous conference table as Neil walked us through the innards of CBSMW. I, for one, was pleasantly relieved to sit through a tour after a long day of work. It also made sense to me because the CBSMW story is virtual, not physical. I would have



loved to see their operation in action but, sadly for us, the San Francisco offices close at 5 p.m. CBSMW operates 24/7 around the globe, but not in the old-fashioned sense of a newsroom.

CBSMW now maintains two websites: CBS.MarketWatch.com and BigCharts.com. During our tour, Neil impressed upon us that the company survived the 2000 tech crash for several reasons: The managers were not young, inexperienced business people; the company had very strong branding; and costs had always been kept to a minimum, even during the height of the IPO/Startup boom. At the nadir of the bust, they were able to keep almost 85% of their employees and are now growing in spite of the poor economy. They are, in essence, a news and information organization that is based solidly in print news traditions. With an older, experienced wire service team, they chose to be less sexy during the boom and survived. Their revenue streams are derived from advertising on the site, sales and repackaging, and digital rights licensing. The company acquires new revenue sources as other trading companies merge and/or downsize. Neil reported that, for the first time, CBSMW turned a profit this year – a whopping \$300,000.

Public access to the basic site is free and premium products can be purchased. Take your choice: Dow Jones charges half a million people for all of its in-



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President's Message continued from page 5

I have just a few more very special people to thank. Marlene Vogelsang, Karin Zilla, Jeanne Fong, Chris Orr, Richard Geiger, Marie Tilson, Cris Campbell and Wess-John Murdough were there for me at just the right times when I most needed their support.

Lastly, I wanted to thank each of you, our members, for this very special opportunity to watch the machinery of our chapter function from a very special view point. It has been marvelous working with enthusiastic and generous librarians and information professionals. This year has been a truly rewarding experience for me.

I wish you all the best,

Tamara Horacek

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formation; CBSMW has 14 million people using the site daily but advertising pays for it. If you are a self-manager of your money (stocks, mutual funds, bonds, CDs, etc.) which are you more likely to use? The site is updated every three minutes – manually. There is 24/7 news and financial information in a visual format. MarketWatch and CBS take every opportunity to converge media: television refers to the site, the site links to an interview, the radio sends people to the television and so on and on. This media nexus appears to be successful for each component.

There are plans for future partnerships with a growing television presence, a radio presence beyond CBS, and other ways to tie media together. In the U.S., for example, the company does not have a newspaper partner, which is ironic in light of the fact that the virtual company is run much like an old-fashioned newsroom. People at each live site are actually there. There are 35-40 reporters at various company locations and there are very few single-function people at CBSMW. For example, if a story breaks when Larry is the only one present, then he writes the story and it goes up with his byline.

There is no archiving as such because content is never destroyed. If content appeared on the site (in any format including audio and video), it still exists. The pages change – 2-300 times a day, but the content is never destroyed. CBSMW does not have a library, by the way. Someone reading this might want to make note of that for the future as Neil spoke briefly of the probable need for a librarian at some point.

Traffic to the online site is circular and people do



not necessarily enter at the home page. Part of their web design strategy involves not just getting people to the home page, but how to move people within the site. Their news is real time. The site runs between 500-1500 one-line headlines a day. The New York stock market closes at 4 p.m. ET, and at 4:01, aftermarket news begins streaming. This technique mimics the old ticker tape news system. In addition, there are one-paragraph news abstracts that are written, edited, and posted in record time using a program that was developed for the company (more under “Basic Tech Stuff” below). “Market pulse” stories are an instant repackaging of breaking news. This method has the feel and look of a print newspaper for the user. The site very much relies on the value that its visual content adds to the stories it carries.

The technology that drives the pages is based in Minneapolis, where the actual site is maintained but the company has 400 servers worldwide to provide a virtual private network for all contributors so work can be done from any computer anywhere in the world. On September 11, 2001, Neil was at home taking care of his daughter while writing copy and sending it in for publication throughout that long and terrible day. It takes less than one minute for a story to go from submission to publication on the site. Mistakes are taken care of on an as-needed basis: a typo is fixed ASAP, whereas an incorrect item warrants a correction on the site with a link to the original story.

BASIC TECH STUFF FOLLOWS HERE – SKIP IF THIS IS NOT YOUR CUP OF TEA: Intra-office communication is extremely high-tech: AOL Instant Messaging. I kid you not. Every story is tagged with a feed headline that is their most impor-

Continued on next page

tant tracking system. The piece is time-stamped and has a target channel and an abstract. These tags act like bookmarks. These “target channels” match the Tabs the viewer sees on the website pages. Stories are written in Word and converted to HTML coding in the company’s modified Front Page program with plug-ins written in Visual Basic. (Nota bene: Notice that the company has stayed alive by keeping their costs down through many such simple, non-cost decisions rather than by laying off huge numbers of employees.)

One of the more charming tech moments for me was that their version of Front Page had such fields called “Slugs,” that recalled newsprint origins. (See definitions at start of story.) The site uses PROMPT for identity matching and search tagging. Linking and display are adapted using XML coding to meet the needs of its licensees. Yahoo, AOL, American Express are just a few such licensees. Those display needs differ from CBSMW and the XML tags allow for the content to be adapted for display by their content purchasers. MW crawls certain sites, like the New York Times and Reuters, for data and their spiders return data in less than a minute. If a data is Front Page compatible, all the better. MW can get the information up without going through a “write” step. This is all handled through their adapted Front Page software where an editor checks it off for publication and it is posted on their backend SQL server. As was noted: Simple tools do the job. They work from anywhere.

BACK TO OVERVIEW: Several things stood out. MW staff writes what the user sees on the site – newswire stories (AP, UPI etc.) are available by link only. The site is stock market focused and aimed at financially interested users. The physical space (on Battery Street, for example) and interaction recalls a print newsroom – lively, frantic, and personal. Or so we were told, as we did not actually have the opportunity to see the space in action. Neil defined their information management system as “controlled chaos” and that jibed with the sense of his tour. He (and all the other managing editors) has to follow everything – and that is impossible. The basic tact is to post everything possible as fast as possible.

The company continues to balance their revenue stream (translate: Ads = Stay in business) with a



sticky site (keep users in the site). One innovation has been an eight second flash advertisement that appears only on the home page while the page is being loaded. Then content slides up, or across, or down, depending on how the web designers are feeling. Once a user in on the page, they are not annoyed with any more pop-ups. Interactive ads are placed as banners or sidebars. However, as a user of CBSMW, I can tell you a secret: Once you go to <http://cbs.marketwatch.com>, set your bookmark for one of the inside pages (I am set for “Newsletters and Research”). That way you avoid the eight-second ad. But please do not tell anyone else – I’ll get in trouble. If you subscribe to the site, as I do from work, you may choose to receive updates throughout the day, which for my work is invaluable.

Neil was asked what he loved most: “Exciting, breaking news.” What was the hardest part of his job: “When user traffic is up and spikes before stories are even posted by us. People expect us to have the information there and we cannot get it up fast enough.” What does he like best in the newsroom: “The feeling in the newsroom right after the market closes.”

What came across to this attendee was that this organization has the feeling and sense of a human newsroom. That it is ultimately a virtual medium was beside that point. What matters is that people are talking. It is about currency, not historicity. It is remarkable what this company has accomplished in five years.

—11110—*

*In print journalism –30— marks the end of the story.

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